

# THE YEAR IN REVIEW

**ANNUAL REPORT  
2008/2009**

**AUCKLAND WAR  
MEMORIAL MUSEUM**





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**Auckland War Memorial Museum  
Tamaki Paenga Hira**

**Whakamana  
nga taonga tuku iho  
hei whakataki i nga ra ki muri**

**Honouring the past  
Embracing the present  
Guiding our future**

# 1 | CHAIRMAN'S REPORT

As we begin the 2009/2010 year, we look back on the past 12 months as a period marked by successes and challenges. This past year we reviewed and restructured the organisation to take advantage of the extensive Stage II redevelopment of the Museum's building and were able to begin focusing our attention on the creation of an institution that is, and will continue to remain, a relevant and contemporary destination for the Auckland region.

We continue to emphasise the goals of (i) increasing the value and appeal of the Museum to its public and (ii) establishing a 'leading team' where the best people wish to work, broadening our efforts to include the following:

- A comprehensive review of the Museum's offerings with the intention of making them more innovative, relevant, inspirational and connected to the community;
- An attempt to engage our diverse communities and stakeholders; and
- A sweeping review (as well as enhancement) of the Museum's internal functions and operations.

Auckland Museum began the year determined to take full advantage of the new building spaces, motivation from a realigned staff, and a commitment to reinvigorating the collection. We opened *Secrets Revealed* in the second week of July as a free special exhibition dedicated to the people of Auckland and it was very pleasing to note that it became one of the most visited exhibitions of recent times.

The concept behind *Secrets* set the tone for the year: an opportunity to delve into what it means to be a modern Museum, to look at our collections in new and innovative ways, and to transform the Museum's traditional offerings to its visitors in such a manner as to inspire and motivate.

If *Secrets* brought the collection to life, the *LATE at the Museum* series brought the building to life, and *Sonic Museum* did the same for the galleries themselves. We see programmes such as these as a way of fulfilling the promise we made to Aucklanders when the Stage II building project was completed: to offer a Museum back to the people that is filled with new ideas, a bold vision, and a sense of renewed energy.

**AS WE BEGIN THE 2009/2010 YEAR,  
WE LOOK BACK ON THE PAST  
12 MONTHS AS A PERIOD MARKED BY  
SUCCESSSES AND CHALLENGES.**



With the introduction of the 'Super City' concept, the city of Auckland is likely to see a multitude of changes in the next few years. For the Museum, 2008/2009 was a year of preparation for these expected changes as we sought to align our governance and our programmes closely with the social, cultural, economic, and educational needs of the region. The Auckland area, in turn, will benefit greatly from a vibrant entity that it can call its cultural focal point, and we feel that the Museum is well-positioned to fulfil that role.

Accomplishing the Museum's ambitious goals has not been easy and the introduction of major changes to an established and iconic institution is never a simple task. In 2008, having emerged from a reorganisation phase, we moved forward with a new management structure and a goal of reinvigorating the Museum's programming strategy in order to align it more closely with our collections and the needs and interests of a changing Auckland. These efforts were not contemplated without full consideration of the likely commitment of time, effort and the capital necessary to see them reach a successful completion.

The final quarter of 2008 saw the world economy enter a period of recession, and the Museum was not immune to its effects. While the commercial activity of the Museum was impacted by this change, we were

able to manage its activities in a conscientious manner, and will continue to do so throughout the duration of this period.

We have experienced several challenges to our reputation during the past two years, not the least of which involved the Sir Edmund Hillary bequeath. The issues surrounding these challenges were complex and required a great deal of hard work and introspection to achieve a gratifying final resolution. The Museum's Board and management have learned valuable lessons from the experience and will benefit from it in the future.

We close out 2008/2009 and enter the next year a stronger Museum and one ready to extend its vision of being the region's cultural hub and a provider of inspiring and relevant programmes to its public. To the local authorities and our ratepayers, we say thank you, as always, for the commitment you have exhibited towards your Museum and we look forward to inspiring and delighting you in the year ahead.

A handwritten signature in dark ink, appearing to read 'W. Randall', with a long horizontal flourish extending to the right.

William Randall  
Auckland Museum Trust Board Chair

## 2 | DIRECTOR'S REPORT

We dedicated our focus for 2008/2009 on two primary areas, both of which contributed to increasing the value of the institution to its visitors and the Auckland region. Our first focus was on the Museum visitor experience, which was exemplified by an array of relevant and engaging exhibitions and public programmes that we prototyped. The second concentrated on creating a civic destination for the people of Auckland. In a social and cultural environment that is ever-evolving, the Museum began its transition from a place of static objects to a social hub where these evolutions were openly encouraged and discussed.

In addition to the above initiatives, we took our message of renewal out to the world; our keynote presentations at the year's International Council of Museums (ICOM) conference, as well as the Science Museum Directors' Annual Conference, generated ample attention from national and international museum communities.

Much work remained within the institution for the balance of the year. The Museum required dedication to its foundational infrastructure, with significant efforts to finalise Stage II of the building construction. This task, while rewarding to accomplish, required great energy as well as capital. Final tasks included the installation of fire systems, alarms, elevators, and IT infrastructure, along with carpark and roof repairs.

The most complex project we undertook this year was hastening our transition to a museologically advanced institution. We began the year with a new organisational structure, which received critical praise from the Museum community for its rigorous and systemic approach. The move to a team-based and project-based structure required reviewing our internal systems, most notably our administrative system. We implemented key employee development programmes, including performance planning and a new system of performance-based remuneration. Employee development initiatives encouraged staff to up-skill in their expertise areas, and perform internal studies and on-the-job training.

**THIS PAST YEAR SAW  
THE MUSEUM THROUGH  
SIGNIFICANT TRANSITIONS,  
FROM WHICH WE EMERGE  
MORE KNOWLEDGEABLE  
AND ENERGISED FOR  
THE OPPORTUNITIES  
THAT LIE AHEAD.**



The establishment of a new evaluative culture also extended to our visitor and market research, which resulted in important data regarding our visitor numbers, in particular. We discovered a significant discrepancy between the numbers of visitors captured on our tills versus the total head count of visitors within the Museum. After performing a complete analysis of our visitor intake, we learned that we were undercounting by as much as 40 percent. Moving forward, a revised process for welcoming and circulating visitors will provide us with a more succinct quantitative report, and resultant improved visitor experience.

In addition, we dedicated efforts to evaluating our existing collection management and asset management plans, and look to develop robust strategies in the future.

We conclude this year a stronger institution, with a greater awareness of our strengths and our challenges ahead. We are prepared to embrace the coming year with a solidified base and a tested approach, and welcome the changes to come in our new city – a city that will benefit from a truly relevant Museum.

A handwritten signature in black ink that reads "Vanda Vitali". The script is fluid and cursive.

Vanda Vitali  
Director



# 3 | AUCKLAND MUSEUM TRUST BOARD



William Randall,  
Chairman  
Feb 09 – present



Dale Bailey,  
Deputy Chairman

## **William Randall, Chairman**

With Masters and PhD degrees in biology as well as an MBA in business/finance, William Randall has spent 15 years in banking and finance where he managed the treasury function for a large US investment company (Fidelity Investments) and was the managing director of New Zealand stockbroking company ANZ Securities NZ Limited. Currently a director of Capstone Partners, William's primary interest lies in helping the country to develop its biotechnological capabilities in science.

## **David Hill, Former Chairman**

David Hill has post-graduate qualifications in anthropology and planning, and has been professionally involved with heritage, historic and environmental planning issues in New Zealand and overseas since 1980, including private and public sector institutional reform. David has extensive ties with the Pacific where he has developed environmental and resource management law. Past chairman of the Auckland Conservation Board (1996–2000), he has also been a director at Hill, Young and Cooper Ltd – resource management consultancy since 1995.

## **Dale Bailey, Deputy Chairman**

The Northern Area Manager for Career Services Rapuara, Dale Bailey has a Masters in Geography, a Masters degree in Public Management and a teaching diploma. He has had a career in secondary education and has worked for the Education Review Office. Dale has been widely involved in the governance of heritage and arts organisations and was the founding chairperson of the Te Manawa Museums Trust in Palmerston North. Dale is an honorary life member of the NZ Historic Places Trust, and in 1994 was awarded a Nuffield Commonwealth fellowship to the Commonwealth Institute in London.

## **Timothy Hannah**

An economist and former Foreign Affairs and Trade official, Timothy Hannah has represented New Zealand widely overseas and served as Executive Director of the APEC Secretariat. He is trained in public/private sector management and company directing (IOD). Since retirement Timothy has assisted with the governance and structural review of the Auckland Philharmonia and development of ASEAN/NZ business relations, and is also Associate Member of Malay Studies at Victoria University.

## **John McIntyre**

John McIntyre's background is in the service industry where he has had an extensive career in the travel industry sector, principally in the fields of airline sales, marketing, operations and corporate key account management. He has a strong interest in history and heritage and is involved in the strategic development of the AUT University Business History Project. John is currently a freelance marketing consultant.

## **Carol Gernhoefer**

Carol Gernhoefer is a chartered accountant with a post-graduate degree in Japanese. Carol has over 15 years of experience as an accountant and consultant working for one of the Big Four chartered accounting firms and also as a CFO for companies in the property, financial services and travel industry. As her work experience was gained in the UK, America, Japan and New Zealand she is able to apply a global perspective to business operations in New Zealand. Carol is currently a freelance accountant and business consultant and has a strong interest in not-for-profit organisations.





David Hill,  
Chairman  
July 08 – Feb 09



John McIntyre



Danny Tumahai



Paul Reynolds



Timothy Hannah



Carol Gernhoefer



Wendy McPhail



Peter Hays

#### **Danny Tumahai**

Te Puna Tumahai is a nationally recognised kaumatua (elder) of Ngati Whatua o Orakei and chair of their Kaumatua Council. From 1996 to 2007 he was chair of the Museum's legislated Maori Advisory Committee: Taumata-a-Iwi (comprising Ngati Whatua, Tainui and Ngati Paoa). This year he replaced the late Sir Hugh Kawharu as the Taumata's second appointee to the Museum Trust Board, carrying overall responsibility for alignment of Maori Values (mana Maori, mana whenua, manaaki) at governance level. Te Puna advises departments of Courts, Corrections and Education; serves on The Edge (Auckland City Council's Arts Board), the Orakei Reserves Board, National Maritime Museum Trust. On top of this he continuously fulfills Ngati Whatua civic duties in partnership with the Mayor of Auckland.

#### **Wendy McPhail**

Holding post-graduate qualifications in business administration, Wendy McPhail has 20 years of sales and marketing experience in senior management and professional consulting services. In 1992 she established the Covey Leadership Centre here in New Zealand, a highly successful leadership development organisation, where she worked with organisations throughout Asia Pacific. This work subsequently led to her

interest in strategic foresight where, as a director of In Touch Group, she now advises start-ups, private and public sector and not-for-profit organisations on their ability to be positioned effectively in a world of accelerating change.

#### **Paul Reynolds**

Paul is the co-founder and Joint Managing Director of McGovern Online, a full-service online media company who, since 1995, have provided strategy, design and development in the field of new media and Internet to clients in New Zealand, Australia, Fiji and the UK. He is a participant in a number of NZ government advisory bodies, and is Adjunct Director [Digital Library] to the National Library of New Zealand. He also consults on digital strategic planning to a number of other cultural and heritage organisations and institutions in New Zealand and Australia. He has a reputation for making the complex intuitive and the aspirational instrumental.

#### **Peter L Hays**

Peter is a Life Member and former President of the NZ Institute of Chartered Accountants and is also a Fellow of the Arbitrators and Mediators' Institute of New Zealand. He has served as NZ chairman of an international accountancy practice, as a member of the NZ Accounting Standards Review Board and as member of the Market Surveillance Panel of the NZ Stock Exchange. He has had a significant involvement in international accountancy including as a member of the Council of the International Federation of Accountants. Peter is a director of several companies and serves also as a trustee of the University of Auckland Foundation. He has had a lengthy association with the Museum through the Museum Circle Foundation, of which he is a former chairman.

## **4 | TAUMATA-A-IWI REPORT**

**E MANA, E NGA REO, E NGA MATA WAKA, NGA  
KARANGATANGA MAHA PUTA NOA I TE MOTU,  
TENA KOUTOU, TENA KOUTOU,  
TENA KOUTOU KATOA.**

**NGA TATAI WHETU KI TE RANGI MAU TONU,  
NGA TATAI TANGATA KI TE WHENUA NGARO NOA.  
TE HUNGA WAIRUA I TE WAHI NGARO HAERE KI A  
RATOU. KO TE HUNGA ORA E TANGI NEI,  
E POROPOROAKI NEI, KA PIKI TE ORA, KA PIKI  
TE MARAMATANGA. TENA TATOU KATOA.**

**KO NGA KURI PUREPURE O TAMAKI E KORE  
E NGARO I TE PO.**

**THOSE OF TAMAKI WHO LEAD IN PEACE  
OR IN WAR NEVER REST.**



This ancient whakatauki (proverb) has been associated with Tamaki for centuries. It uses the metaphor of the spotted dogs skin cloak (kuri purepure) worn only by ariki (chiefs of the highest rank) to refer to their enduring obligation to protect and lead their people of Tamaki. It is within this context that the Taumata-a-Iwi takes its role with the Trust Board most seriously, setting the scene for continually improving the understanding of Maori cultural values at the Museum, supporting the expression of Maori practices, and sowing the seeds for powerful activities and events.

This year has been a most challenging one, the Museum moving focus from the completion of the new auditorium, events centre and educational facilities, to restructuring the organisation and developing a new series of activities and programmes to complement the new facilities. The Taumata-a-Iwi acknowledges the stress of the restructure on staff and families and looks positively to the future plans and strategies that will see the Museum leading the way in the tourism and culture and arts sectors.

The relationship between the Trust Board and Taumata-a-Iwi is now much stronger and will grow with greater emphasis on strategic goals and regular communication. To this end the Taumata-a-Iwi has confirmed a Maori Partnership Strategy with the new Maori Partnerships and Development Executive. This stronger focus on external relationships will see the Museum more connected and relevant to communities and stakeholders raising the bar in terms of expectations and deliverables. The Taumata-a-Iwi has reviewed all policies from a Maori perspective, and recognises that the implementation of changes is likely to take considerable time and effort. There has been much more focus on the future and how the Museum will not only identify opportunities but cultivate them into successful and innovative projects.

Our ancestral remains repatriation project continues and we acknowledge the returns of human remains to Manawatu and Tauranga Moana during the year.

No reira, kia kaha ra tatou ki te anga whakamua hei tirohanga tiaki i nga tumanako katoa.  
Me haere tahi tatou i roto i te whakaaro me nga manaakitanga o te runga rawa. Noho ora mai.

Martin Mariasouce  
Chairman  
Taumata-a-Iwi

# 5 | TAUMATA-A-IWI KAUPAPA

Tamaki Paenga Hira/Auckland Museum's legislated (AWMM 1996) Maori Advisory Committee is known as the Taumata-a-Iwi. It is founded upon the principle of mana whenua (customary authority of and over ancestral land), and comprises Ngati Whatua, Ngati Paoa and Tainui. The Taumata-a-Iwi acts in a trustee role in representing all interests of Maori in the Museum.

## **Principle i: The right to advise**

The Taumata-a-Iwi will give advice on all matters of Maori protocol within the Museum and between the Museum and Maori people at large.

## **Principle ii: Partnership**

Both the Museum and the Taumata-a-Iwi will act reasonably and in the utmost good faith by encouraging the spirit of partnership and goodwill envisaged by the Treaty of Waitangi, recognising the Taumata-a-Iwi's cultural responsibility to wider Maori.

## **Principle iii: Maori expectations**

The Museum recognises the right of all Maori to expect the Taumata-a-Iwi, on their behalf as the recognised kaitiaki of the Museum, to:

- (i) monitor the management of their taonga within the Museum
- (ii) facilitate repatriation of all whakapakoko, uru moko and koiwi

## **Principle iv: Active protection**

The rights of Maori in the Museum are protected, in kaitiakitanga terms, by:

- (i) safeguarding mana whenua and the lore of Maori
- (ii) safeguarding the tapu of the Museum's war shrines
- (iii) providing appropriate management of all taonga
- (iv) providing all staff and visitors with a culturally safe environment
- (v) taking affirmative action in Maori recruitment, training and education

## **Principle v: Redress for past misunderstandings**

The Museum acknowledges that there may be misunderstandings from the past needing redress and will seek Taumata-a-Iwi advice to:

- (i) objectively explore and assess each example as it comes to light
- (ii) minimise and eliminate future needs for redress

**THIS ABBREVIATED VERSION OF  
THE KAUPAPA SETS OUT  
THE PRINCIPLES UPON WHICH  
THE AUCKLAND MUSEUM'S  
TAUMATA-A-IWI WILL DISCHARGE  
ITS RESPONSIBILITIES TO MAORI.**

He whakarapopoto tenei o nga Kaupapa a Te Taumata-a-Iwi ki te whakatu he huarahi ki te tutuki pai i nga wawata mo nga iwi Maori o te motu.

Ko Te Taumata-a-Iwi te komiti matua mo nga take Maori katoa i roto i a Tamaki Paenga Hira. Ko ratou a Ngati Whatua, Ngati Paoa, a Tainui nga mana o te whenua. Ko Te Taumata-a-Iwi nga kaitiaki mo nga take Maori i roto i te whare taonga o Tamaki.

**Kaupapa i: tohutohu**

Ma Te Taumata-a-Iwi hei tohutohu i nga tikanga Maori mo Te Whare Taonga me ki waenga i te Whare Taonga me nga Iwi Maori whanui.

**Kaupapa ii: whakahoahoa**

Ma te Tiriti o Waitangi hei whakahoahoa i Te Whare Taonga ki Te Taumata-a-Iwi mo nga take Maori.

**Kaupapa iii: nga tumanako Maori**

Ka tau Te Whare Taonga i nga tumanako a nga iwi Maori, me te turanga a Te Taumata-a-Iwi hei kaitiaki mo nga take e whai ake nei:

- (i) te tiakitanga o nga taonga i roto i te Whare Taonga
- (ii) he huarahi mo te hokinga o nga whakapaakoko, nga uru moko, me nga koiwi ki te waa kainga

**Kaupapa iv: kaitiakitanga**

Te Tiakitanga o te mana a nga iwi Maori ma runga i nga ahuatanga nei:

- (i) te tiakitanga o te mana o te whenua, me nga tikanga Maori
- (ii) te tiakitanga o nga waahi tapu o Tumatauenga
- (iii) kia pupuri tika i nga taonga katoa
- (iv) kia whai waahi tika mo nga kaimahi me nga manuhiri
- (v) kia whai turanga, akoranga, matauranga mo nga uri Maori

**Kaupapa v: te whakatikatika i nga he**

Ma te Whare Taonga hei whai tohuohu mai Te Taumata-a-Iwi ki te whakatikatika i nga he no mua:

- (i) kia whakawetewete i nga take kia tika ai
- (ii) whai huarahi mo apopo kia kore nga he kia puta ano

# **6 | THE YEAR IN REVIEW**

**THE 2008/2009 PERIOD  
SAW THE FIRST RESULTS OF  
A POWERFUL TRANSFORMATION  
FOR AUCKLAND MUSEUM.**

The Museum continued its commitment to providing the region with a storehouse of 'cultural DNA', while simultaneously supporting the development of Auckland as a city of international significance. The result has revealed an evolution in public perception of the Museum from a place of static displays to a contemporary cultural hub.

The exhibition *Secrets Revealed* saw the Museum into the 2008/2009 financial year, with more than 200,000 visitors during its nine-month period of display. The Museum brought many of its stored treasures to life, especially ones which are normally hidden from the public's eye and rarely brought up for view.

Following *Secrets*, the Museum featured the touring exhibition *A T-rex Named Sue* from Chicago's Field Museum. This six-month installation brought in nearly 70,000 visitors and received ample media attention, as the world's largest and most complete Tyrannosaurus cast.

*Hillary's Axe* commemorated the symbolic object of perseverance and success for New Zealand, and the three-month exhibition, *Made in Aotearoa: Jewellery of Alan Preston*, showcased designs inspired by materials of the Pacific.

*Sonic Museum* stretched the boundaries on gallery viewing by creating a melange between sight and sound. Eight New Zealand musicians composed brand new tracks for existing Museum galleries, resulting in a fresh, unique sensory experience.

As part of its initiative to be a social hub for the Auckland region, the series *LATE at the Museum: Smart Talk. Great Music* was created. Through compelling dialogue, popular live music and an opportunity to experience exclusive exhibition openings, *LATE at the Museum* brought in more than 4,000 visitors in its six-part series.

The Museum advanced its relationship with the Taumata-a-Iwi, representing Ngati Whatua, Tainui and Ngati Paoa and collaborated with wider Maori stakeholders and organisations throughout the year.

These groups include Te Runanga o Ngati Whatua, Te Runanga o Ngati Kahu, Ngati Porou and Tairāwhiti Museum, Te Pukenga Koeke o Te Whare Taonga o Te Arawa and Rotorua Museum, Ngati Maru, Whakatohea and Ngāpuhi. Most importantly, the Museum progressed its Ancestral Human Remains Project with returns to Manawatu and Tauranga.

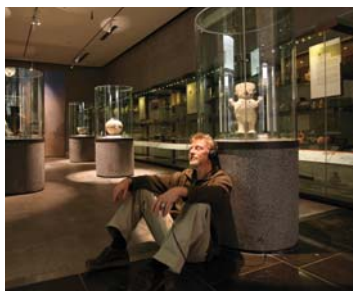
In recognition of its dedication to War Memorial activities, the Museum hosted a range of commemorative events, including ANZAC Day, which brought in over 6,700 visitors. *ANZAC Illuminate* scrolled names across the northern facade of the building of the 29,898 New Zealanders who have died while serving their country. The Museum's Armistice commemorative service attracted over 500 visitors, the largest audience in recent memory. *In Memory*, the special exhibition and DVD by internationally acclaimed filmmaker Peter Kirby, revealed the lasting impact on New Zealand of those who fought in World War I.

In November the Museum displayed Helen Pollock's *Falls the Night* installation, and the exhibition *War in Paradise* told the story of soldiers in New Zealand Third Division living in New Caledonia, the largest forward base for allied soldiers during the Pacific theatre of World War II.

Additional public programmes included the third annual *Fazioli Series*, which featured world-class pianists playing the Museum's renowned Fazioli concert piano. The series of four events attracted over 800 visitors. The Museum also brought visitors to the facade of the building with a series of projected events for the Auckland Heritage Festival, which celebrated the pictorial collection. The storytelling of acclaimed New Zealand director Vincent Ward was marked by a special pan-iwi gathering.







As part of its commitment to Lifelong Learning, the Museum welcomed nearly 50,000 school children this past year. The Museum also hosted almost 900 visitors in its *Sleepover* series, as well as more than 2,500 guests in its series of five *Night at the Museum* events. During the school holidays, the Museum brought in even more young visitors over each two-week period with a wide range of interactive and educational activities.

The Museum exhibited at the Ngapuhi Festival 2009 held in Auckland. The theme for the Festival was *Kotahitanga* and it was attended by more than 40,000 people. Matariki was celebrated again at the Museum in 2009 with a series of Toi Matariki workshops led by renowned Maori artists Manos Nathan, James Webster and Gabrielle Belz. The Museum also marked Waitangi Day with a programme of events including its inaugural *LATE* event held on Waitangi Eve.

The Museum's *Vaka Moana* exhibition toured this past year through Taiwan, Sydney and Canberra, and was viewed by approximately 300,000 people. The Museum also loaned 2,431 natural history specimens (1,861 within New Zealand and 570 overseas), and 37 human history objects (all within New Zealand).

A newly formed Collection Management team initiated various projects including tapa rolling, textile store relocation and carving store improvements. The

team dedicated efforts to modernise comprehensive collection management standards and performed continuous risk management and treatment of objects. In addition, Herbarium Containment status was achieved, and the Human Remains and Acquisition Policies were received and approved by the Board of Trustees.

This year the Research team published 27 academic and popular articles in addition to Volume 45 of the Museum's academic journal *Records of the Auckland Museum*. Members of the research team continue to have a profile at international forums, including the US, Australia and Japan.

The Museum Library provides New Zealanders with one of the largest research libraries in the country. This year it acquired the personal papers of Sir Edmund Hillary and the *Highgrove Florilegium*, among other significant acquisitions. The Library also dedicated efforts to the conservation and digitisation of key items in the Sir John Logan Campbell papers, as well as the valuation of the 2001-2008 manuscript collections. Finally, the Library contributed records from its catalogue and Cenotaph to DigitalNZ, the online resource for digital content sharing.

New communication channels and technologies have allowed the Museum to become a more active civic and educative participant. This year the website



generated more than 250,000 unique website visits, with an increase of 118% in the Lifelong Learning Lab microsite alone. In January, the Museum hosted a live necropsy of a great white shark, streaming the video online with 68,000 views. In addition, this past year the Museum entered the realm of social networking, via Facebook and Twitter. The 1,500 'Friends' and 'Followers' receive regular updates on the Museum's events and exhibitions.

Information technology in the Museum continues to evolve as the institution's network requirements expand. Phase one of a three-year upgrade was completed to switch the Museum's network to provision for increasing demand, and over 20 terabytes of storage were added for primary data and disk backup systems.

The Museum received significant media attention for its various exhibitions, public programmes and War Memorial events. Local, national and international media sources reported on the Museum's activities in over 200 instances, through television, radio, print and online channels. Notable publicity included *Secrets* featured on Campbell Live, Breakfast TV and Sunday, and the live necropsy of a great white shark captured by the international broadcasters ABC, CNN and SkyNews.

Commercial activities included the introduction of new tourism products, such as the Maori Court Tours, and a three-year strategy set into place for Museum sponsorship.

The Commercial Events team compiled a new School Ball package, which was marketed to Auckland schools and attracted much uptake. Referrals from past clients were strong, and repeat client bookings remained consistent. Weddings in the Museum were particularly on the rise.

Each exhibition, programme and event is an opportunity for the Museum to gain a better understanding of the wants and needs of its visitors. To help capture this feedback, the Museum created a Visitor and Market Research team, and increased its use of community roundtables. These roundtable groups evaluated past exhibitions, including *Secrets* and *A T-rex Named Sue*, and explored the viability and validity of future concepts. Roundtable discussions with stakeholders also touched on subjects including the evolution of exhibits, programmes, galleries and circulation flow to best meet the needs of its visitors.

# 7 | PERFORMANCE TARGETS

**THE FOLLOWING PERFORMANCE TARGETS DESCRIBE  
THE PRINCIPAL INITIATIVES SET OUT IN THE  
MUSEUM'S ANNUAL PLAN 2008/2009.  
THESE INITIATIVES IMPLEMENT ACTIONS, WHICH  
ARE ALIGNED TO GOALS AND STRATEGIC THEMES  
WHICH FORM PART OF THE MUSEUM'S TEN YEAR PLAN.**

# GOAL 1:

**Increase the value and appeal of the Museum for all,  
while recognising the special place of Maori**

## Outcome 1.1:

**Improved understanding of the needs and wants of stakeholders  
and what the Museum should offer**

<b>ACTIVITY:</b>	<b>EVIDENCE:</b>
Gather baseline demographic data on our audiences and potential audiences and identify and analyse their needs and wants	Baseline demographic data gathered and analysed with target audience in mind
	<b>STATUS AS AT 30 JUNE 2009:</b>
	Achieved
	<b>COMMENTARY:</b>
	Summative evaluations of <i>Secrets Revealed</i> and <i>A T-rex Named Sue</i> were undertaken, which assessed the success and appeal of the exhibitions and identified opportunities for improvement  The newly established visitor research team has carried out meta-analysis of visitor profile data, developed a new quarterly visitor profile, commissioned audience segmentation research and is extending surveying to potential audiences. Completion due in October 2009

<b>ACTIVITY:</b>	<b>EVIDENCE:</b>
Undertake stakeholder and audience research to evaluate current strengths and identify areas for improvement	Stakeholder research strategy implemented and evaluated against agreed measures
	<b>STATUS AS AT 30 JUNE 2009:</b>
	Achieved
	<b>COMMENTARY:</b>
	Front-end evaluation conducted for Museum Roadshow concept, with teachers from schools from each of the TLAs in Auckland to assess the appeal and educational relevance of the concept; ideas very favourably received  Roundtables with stakeholder groups continued and broadened  Feedback from roundtables and other forums have been integrated into <i>LATE</i> 's themes and topics

## Outcome 1.1 (continued):

ACTIVITY:	EVIDENCE:
Develop, resource and implement a plan to promote key themes and approaches to stakeholders	Integrated programme developed
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	Integrated programme template and strategic framework completed with key themes

## Outcome 1.2:

### Delivered relevant and high quality programming inhouse and as outreach

ACTIVITY:	EVIDENCE:
Provide stimulating and balanced programme of exhibitions and gallery renewals which relate to the collection, are of scientific and cultural relevance and interest to our audience or provide the Auckland public with 'a window on the world'	Strong and effective programming delivered through special, temporary and outreach exhibitions, gallery renewals and live programming to satisfy the needs of our audience and partners
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	<p><b>Two Major Exhibitions:</b></p> <p><i>Secrets Revealed</i> – over 200,000 visitors in 9 months making it the most successful major exhibit in the Museum's modern era</p> <p><i>A T-rex Named Sue</i> – 68,651 visitors in 4 months</p> <p>264,694 unique visits to the Auckland Museum website compared with 165,235 2007/08</p> <p>Exhibitions and associated web pages or micro-sites for:</p> <p><i>Secrets Revealed</i> – over 200,000 visitors in 9 months. <i>Secrets Revealed</i> micro-site – 3,514 unique page views</p> <p><i>A T-rex Named Sue</i> – 68,651 visitors in 128 days. <i>A T-rex Named Sue</i> micro-site – 28,166 unique page views</p> <p><i>Hillary's Axe</i> – no visitor data (ongoing display). <i>Hillary's Axe</i> web page – 2,390 unique page views</p> <p><i>Alan Preston Jewellery</i> – no visitor data, on display for 3 months. <i>Alan Preston Jewellery</i> web page – 708 unique page views</p> <p><i>Falls the Night</i> – Helen Pollock, 3 months</p> <p><i>In Memory</i> – Armistice exhibition; DVD version sent out to all RSAs nationwide</p> <p><i>War in Paradise</i> – no visitor data (ongoing display). <i>War in Paradise</i> web page – 1,031 unique page views</p> <p><i>Sonic Museum</i> – 211 visitors over 2 months (ongoing exhibit). <i>Sonic Museum</i> micro-site – 6,413 unique page views</p>

ACTIVITY:	COMMENTARY:
<p>Organise visitor programmes which are complementary to exhibitions and gallery renewals or are of scientific and cultural relevance and interest to our members and visitors</p>	<p><b>Public Programming:</b></p> <p><i>Night at Auckland Museum</i> – 2,550 visitors over 5 sessions. <i>Night at Auckland Museum</i> web page – 6,382 unique page views</p> <p><i>LATE</i> (series of 6) – over 4,000 visitors. <i>LATE</i> micro-site – 30,405 unique page views</p> <p><i>ANZAC (Illuminate)</i> – 400 visitors. War Memorial Events web page – includes ANZAC, <i>Falls the Night</i> and <i>Illuminate</i> – 1,727 unique page views</p> <p>ANZAC Day – 6,790 visitors. ANZAC web pages – 14,865 unique page views</p> <p><i>Battle of Britain Commemoration</i> – 200 visitors</p> <p><i>Armistice Ceremony</i> – 520 visitors. <i>In Memory</i> micro-site – 6,169 unique page views</p> <p><i>Fazioli Series</i> (4 per year) – 800 visitors for the series. <i>Fazioli Series</i> web page – 2,694 unique page views</p> <p><i>Sleepovers</i> – 840 visitors. <i>Sleepover with Sue</i> web page – 6,794 unique page views</p> <p><i>Vincent Ward Forum</i> – 75 visitors. <i>Vincent Ward Forum</i> web page – 234 unique page views</p> <p><i>Heritage Festival</i> – 250 visitors. <i>Heritage Festival</i> web page – 476 unique page views</p> <p><i>Orakei School/Todd Foundation Performance</i> – 120 visitors</p> <p><i>Necropsy of Great White Shark</i> seen live by 4,000 people and online by over 68,000 people</p> <p><i>School Holidays Programmes</i> – 300 visitors average over each 2 weeks period. <i>School Holidays</i> web page for Winter 08, Spring 08, Summer 08/09, Autumn 09 – 8,266 unique page views</p> <p><b>School programmes:</b></p> <p>50,502 school students visited in organised groups. Of these, 21,255 students participated in LEOTC programmes, exceeding the annual target of 20,000. Total number of visiting students down from 2007/08 owing to increased transport costs for schools and changes in school visit schedules. It is noted that there have been improvements in the second half of the year</p> <p>3,560 children visited for Early Childhood Education programmes</p> <p>8,507 students and 3,103 accompanying adults visited Stevenson Discovery Centre <i>Weird &amp; Wonderful</i> as part of organised school visits</p> <p>5,986 children participated in weekend Discovery Centre programmes. Discovery Centre student attendance down on 2007/08 (10,974). Weekend attendance figures are absorbed in general visitation numbers</p> <p>Two new educators trained in programme development and delivery</p> <p>Some 20 programmes related to Museum galleries and collections redeveloped and realigned to the new New Zealand curriculum</p> <p>Four new curriculum aligned programmes developed and delivered for Early Childhood Education groups</p> <p>417 children participated in DIY Museum school holiday programmes (Christmas and April 08)</p>



## Outcome 1.2 (continued):

ACTIVITY:	EVIDENCE:
<p>Organise visitor programmes which are complementary to exhibitions and gallery renewals or are of scientific and cultural relevance and interest to our members and visitors</p> <p>(continued)</p>	<p>Visitor satisfaction is over 80%</p>
	STATUS AS AT 30 JUNE 2009:
	<p>Deferred</p>
	COMMENTARY:
	<p>Overall visitor satisfaction was not measured by outside survey in 2008-09, due to a determination of lack of reliability in outside measurement, and as the Museum built internal capability. It will resume with more robust measurement in 2009-10</p>

## Outcome 1.3:

### Increased status of Museum nationally and internationally

ACTIVITY:	EVIDENCE:
<p>Museum facilities, programmes and policies and procedures are at international standards</p>	<p>Our exhibits, programmes and collection items are seen nationally and internationally</p>
	STATUS AS AT 30 JUNE 2009:
	<p>Achieved</p>
	COMMENTARY:
	<p><i>Vaka Moana</i> touring Taiwan, Sydney and Canberra seen by approx. 300,000 people  2,431 Natural History specimens loaned (1,861 within New Zealand, 570 overseas)  The necropsy of a great white shark was viewed online, either via live streaming or in video format, by over 68,000 people in NZ and internationally  37 Human History objects loaned within New Zealand  Museum displays at Pasifika Festival and Polyfest. Delivered Pasifika related programmes at Glen Innes Library (3 days) and Ranui Library (2 days)  <i>Sonic Museum</i> was downloaded via website by individuals around the world for its music content</p>
	EVIDENCE:
	<p>Our policies and procedures are benchmarked against international standards</p>
	STATUS AS AT 30 JUNE 2009:
	<p>In progress</p>
	COMMENTARY:
	<p>Policy and Procedures Management Policy, Human Remains Policy, Acquisition and Accessioning Policy</p>



ACTIVITY:	EVIDENCE:
Participation in national and international forums	Our staff are active participants in national and international forums
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	<p>Highlights include:</p> <ul style="list-style-type: none"> <li>- Papers presented at: <ul style="list-style-type: none"> <li>ICOM regional conference, keynote address (Rotorua)</li> <li>American Association of Museums Conference (USA)</li> <li>Science Museums Directors Conference (USA)</li> <li>Ecological Society Conference (Auckland)</li> <li>Society of Avian Palaeontology &amp; Evolution (Sydney)</li> <li>2nd Meeting of the Australasian Societies for Herpetology</li> <li>Ornithological Society Annual Meeting (Orewa)</li> <li>Textile Society of America 11th Biennial Symposium (USA)</li> <li>International Larval Fish Workshop (Japan)</li> <li>Human Remains Policy at the North Island Registrars' Meeting</li> </ul> </li> <li>- NZ Museum Directors' meetings; initiation of Chairs and Directors' meeting at Auckland Museum</li> <li>- Australian and NZ Museum Directors' meeting (Sydney)</li> <li>- Museums &amp; the Web 2009 (USA)</li> <li>- Museums Aotearoa Conference (Gisborne)</li> <li>- Social Media and Communication Conference (Melbourne)</li> <li>- Research staff attended 16 national and international forums</li> </ul>

## Outcome 1.4:

### Access at distance to collections and research is improved

ACTIVITY:	EVIDENCE:
Online or other digital programmes piloted	Our broadcast/podcast or digital take away pilot programmes presented to our outreach communities
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	<p><i>LATE at the Museum</i> talks downloadable from Museum site</p> <p>Necropsy of great white shark viewed by over 68,000 people online</p> <p>Podcast research project undertaken in partnership with Te Ara Poutama at AUT for Matatiki II students. Produced podcasts will be made available from the Museum's website and, potentially, as onsite audio visual features within Maori galleries</p>

## Outcome 1.5:

### The Museum is secure and well maintained

ACTIVITY:	EVIDENCE:
Maintain and keep secure the exhibitions, building and amenities	Maintenance and security is carried out in accordance with the plans
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	Regular maintenance plan delivered on time and to budget Display and maintenance teams providing support for programming team as necessary New lighting maintenance contractors this year for improved efficiency and budget savings

## Outcome 1.6:

### The Museum delivers strong sustainable membership growth

ACTIVITY:	EVIDENCE:
Research and assess members' needs Develop plan to facilitate growth in membership	Members' needs researched and understood
	STATUS AS AT 30 JUNE 2009:
	Research completed
	COMMENTARY:
	Transfer of membership approved by Trust Board Museum membership transferred to Auckland Museum Institute; Friends of Auckland Museum now operated by the Auckland Museum Institute
	EVIDENCE:
	Action plan established for membership growth based on understanding of members' wants
	STATUS AS AT 30 JUNE 2009:
	Ongoing
	COMMENTARY:
	New membership web pages and online application forms developed; 81 online renewals First phase of plan complete; work proceeding on consolidating and securing existing membership and building up new memberships

## Outcome 1.7:

### Greater financial self-sufficiency

ACTIVITY:	EVIDENCE:
<p>Review all revenue generating activities</p> <p>Review all costs</p>	<p>Review of commercial operations completed and revenue increased</p>
	STATUS AS AT 30 JUNE 2009:
	<p>Review completed</p>
	COMMENTARY:
	<p>Non-profit-making operations ceased and new income streams identified i.e. school balls, wedding packages</p> <p>Internal review of all revenue generating operations completed</p>
	EVIDENCE:
	<p>Investment income exceeds benchmark</p>
	STATUS AS AT 30 JUNE 2009:
	<p>Achieved</p>
	COMMENTARY:
	<p>Investment income for the year ended 30 June 2009 far exceeded expectations and market movements</p> <p>A return of 9.43% was achieved for the year, performing very favourably against MSCI World and NZX50 Gross Indexes</p>
	EVIDENCE:
	<p>Increase in sponsorship income</p>
	STATUS AS AT 30 JUNE 2009:
	<p>Achieved</p>
	COMMENTARY:
	<p>Sponsorship increased and strategy set for 3 year target; every opportunity being taken to increase sponsorship and relationships to ensure ongoing support</p>

## Outcome 1.7 (continued):

ACTIVITY:	EVIDENCE:
Review all revenue generating activities Review all costs <i>(continued)</i>	Endowment strategy established and operating
	STATUS AS AT 30 JUNE 2009:
	Deferred
	COMMENTARY:
	The Trust Board is yet to consider its Endowment strategy. This will occur in the 2009/2010 year
	EVIDENCE:
	New development initiatives funded from some of the cost savings and revenue increases
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	<ul style="list-style-type: none"> <li>- To achieve budget in a downturned economy new opportunities were sourced for commercial events</li> <li>- New tourism products such as the Maori Court Tours, introduced development and implementation of the online bookings for all public events</li> <li>- Education bookings system upgraded for increased reporting efficiency</li> <li>- Group bookings database upgraded to assist with electronic data capture and operator efficiencies</li> </ul>

## GOAL 2:

### To be New Zealand's leading object-based learning and research centre

#### Outcome 2.1:

#### The state of our collections is improved

<b>ACTIVITY:</b>  Improve conditions in Maori Carving Store to ensure appropriate management of taonga	<b>EVIDENCE:</b>  Physical and procedural conditions improved for taonga and recognised by key stakeholders
	<b>STATUS AS AT 30 JUNE 2009:</b>  Ongoing
	<b>COMMENTARY:</b>  Museum standard location numbering system applied to Carving Store Rangitahi tukutuku panels re-housed, imaged and relocated to B2 Main pathway in Carving Store cleared Hotonui restoration project re-initiated
<b>ACTIVITY:</b>  Provide compliant storage for Natural History collections	<b>EVIDENCE:</b>  Compliant storage achieved for wet collections
	<b>STATUS AS AT 30 JUNE 2009:</b>  Ongoing
	<b>COMMENTARY:</b>  We are currently seeking ERMA consent for an onsite wet store. In the meantime the wet collections are housed in a compliant off-site facility
	<b>EVIDENCE:</b>  Containment facility established in Herbarium
	<b>STATUS AS AT 30 JUNE 2009:</b>  Achieved
	<b>COMMENTARY:</b>  Containment status for Herbarium achieved

## Outcome 2.2:

### Access to our collection is improved

<b>ACTIVITY:</b>  Enhance public access collection databases to facilitate dynamic and interactive searches for users	<b>EVIDENCE:</b>  Data structure and search functions improved for Taonga, Pacific, Cenotaph and Natural History databases  <b>STATUS AS AT 30 JUNE 2009:</b>  Ongoing  <b>COMMENTARY:</b>  There has been a focus on changing the architecture of MUSE to improve the ability to search Natural History collections so that the entire database will be available along with other collections, including the Cenotaph database, for increased accessibility
<b>ACTIVITY:</b>  Publish additional electronic collection records on public access databases	<b>EVIDENCE:</b>  Two additional groups of collection records published online for each of Taonga, Pacific, Cenotaph and Natural History public access databases  <b>STATUS AS AT 30 JUNE 2009:</b>  Partially achieved  <b>COMMENTARY:</b>  Focus has been on improving the delivery method. Additional groups of collection records will be published in 09/10 Cenotaph database new records: Anglo-Boer War, 1899-1902                      5334 WW2 28 Maori Battalion                      2807 Others                      1306  Work was undertaken on two Pacific data sets – Edge Partington Collection and Pacific Jewellery; still to be published online

## Outcome 2.3:

### Research on our collection is continued

<b>ACTIVITY:</b>  Publish results of original collection-based research in peer-reviewed journals, books and popular articles	<b>EVIDENCE:</b>  10 peer reviewed papers published
	<b>STATUS AS AT 30 JUNE 2009:</b>  Achieved
	<b>COMMENTARY:</b>  13 peer reviewed papers published
	<b>EVIDENCE:</b>  10 popular articles or other media publications published on collection-based research
	<b>STATUS AS AT 30 JUNE 2009:</b>  Achieved
	<b>COMMENTARY:</b>  14 non-peer reviewed articles or reports published
<b>ACTIVITY:</b>  Improve access to Museum archives and records	<b>EVIDENCE:</b>  Museum records and archives administration systematised and records easily available for internal and external users
	<b>STATUS AS AT 30 JUNE 2009:</b>  Achieved
	<b>COMMENTARY:</b>  Volume 45 of <i>Records of the Auckland Museum</i> published
<b>ACTIVITY:</b>  Initiate new research projects in Human and Natural History	<b>EVIDENCE:</b>  One new research project initiated in each of Human and Natural History and funding sought
	<b>STATUS AS AT 30 JUNE 2009:</b>  Ongoing
	<b>COMMENTARY:</b>  Joint research project with Landcare Research on 'identification keys to New Zealand Hymenoptera families'



## GOAL 3:

### To be the world's pre-eminent Pacific focused museum

#### Outcome 3.1:

#### Research capacity is increased and partnerships with Pacific and other international museums established

ACTIVITY:	EVIDENCE:
Research strategic linkages and establish partnerships with collaborating organisations Establish strategic partnerships with museums in the Pacific region and internationally Establish the desired policy position for Museum research on New Zealand and Pacific themes	One strategic partnership established
	STATUS AS AT 30 JUNE 2009:
	Ongoing
	COMMENTARY:
	Partnership established with AUT for student work on digitisation of taonga for language projects. Nine pilot podcasts created, each using up to five digitised objects from collection

## GOAL 4:

**To be the pre-eminent place where people come to honour our war dead, and understand and reflect on our role in times of conflict**

### Outcome 4.1:

**War Memorial respected and honoured and ceremonial role is enhanced**

<b>ACTIVITY:</b>  War Memorial is maintained and enhanced	<b>EVIDENCE:</b>  Memorial is maintained and programmed enhancements occur
	<b>STATUS AS AT 30 JUNE 2009:</b>  Achieved
	<b>COMMENTARY:</b>  Memorial maintenance programme delivered on time and budget (part of overall maintenance programme)
<b>ACTIVITY:</b>  Major commemorations relating to New Zealand in times of war occur at Auckland War Memorial Museum	<b>EVIDENCE:</b>  All major national war related ceremonies are commemorated at Auckland War Memorial Museum
	<b>STATUS AS AT 30 JUNE 2009:</b>  Achieved
	<b>COMMENTARY:</b>  <i>ANZAC: Illuminate</i> ANZAC Day commemorations and public talks Battle of Britain Commemoration US Memorial Day Armistice Bomber Command – unveiling and dedication – 400 visitors

## Outcome 4.2:

### The role of war in shaping New Zealand identity is understood

ACTIVITY:	EVIDENCE:
	Renewal of galleries occurs
	STATUS AS AT 30 JUNE 2009:
	Deferred
	COMMENTARY:
	Renewals will be considered as part of the Capital Projects Master Plan, which has been initiated
	EVIDENCE:
Range of programming including exhibitions, gallery renewals, events, commemorations and visitor and educational programming occur	Temporary exhibitions related to War Memorial occur
	STATUS AS AT 30 JUNE 2009:
	3 Exhibits: Achieved
	COMMENTARY:
	<i>War in Paradise</i> <i>Falls the Shadow</i> <i>In Memory</i>
	EVIDENCE:
	Educational and visitor programming centred around Anzac and Armistice occur
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	ANZAC: <i>Illuminate</i> ANZAC Day Armistice: <i>In Memory</i> was a major educational undertaking for RSA and schools (via website)

## GOAL 5:

**To have a leading team and be the Museum where the best people want to work**

### Outcome 5.1:

**The right people are engaged in the right functions across the whole organisation**

ACTIVITY:	EVIDENCE:
Define roles and job definitions Re-evaluate policies and procedures including recruitment, selection and placement processes to ensure best practice Re-evaluate performance requirements	Improved clarity of roles and performance measures for individuals and the institution
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	<ul style="list-style-type: none"><li>– Review of all position descriptions and role definitions completed by Human Resources</li><li>– Improved customer service delivered through merger of Visitor Services and Security teams in July 08</li><li>– Customer Hosts have received gallery training and 7 have gained internal accreditation to deliver guided tours on request</li><li>– Customer Hosts now assisting with the delivery of Lifelong Learning programmes, and public and corporate events</li></ul>

## Outcome 5.1 (continued):

ACTIVITY:	EVIDENCE:
Define roles and job definitions Re-evaluate policies and procedures including recruitment, selection and placement processes to ensure best practice Re-evaluate performance requirements <i>(continued)</i>	Updated policies and procedures
	STATUS AS AT 30 JUNE 2009:
	Achieved
	COMMENTARY:
	New Performance Planning and Review Policy and processes developed June 2009 across the Museum. All Museum employees briefed on the new process May/June 2009 Review of all Maori partnership policies and procedures New/updated policies for human remains New/updated procedures for manaakitanga, filming requests, loan requests
	EVIDENCE:
	Improved professional development and learning for staff including volunteers
	STATUS AS AT 30 JUNE 2009:
	In progress
	COMMENTARY:
	New Performance Planning and Review Policy and processes set to improve performance management Employee Development Policy introduced to improve the identification of professional development for all Museum employees. All Museum employees briefed on the new process New Operations Manual and training developed for Customer Hosts New Volunteer Coordinator recruited and 185 Volunteers actively engaged. 15 new Volunteers recruited. Currently 28 trained Volunteer Guides. Training programme has been revised for the next intake

## **8 | FINANCIAL STATEMENTS**

# **SUMMARY OF ACCOUNTING POLICIES FOR THE YEAR ENDED 30 JUNE 2009**

## **STATEMENT OF COMPLIANCE**

Auckland War Memorial Museum (the Museum) is a public benefit entity domiciled in New Zealand. Its principal activity is managing, maintaining and developing the Museum. The Museum is a statutory body corporate incorporated by the Auckland War Memorial Museum Act 1996 and its financial statements comply with that Act.

The financial statements have been prepared in accordance with Generally Accepted Accounting Practice in New Zealand ('NZ GAAP'). They comply with New Zealand equivalents to International Financial Reporting Standards ('NZ IFRS') and other applicable Financial Reporting Standards as appropriate for public benefit entities.

The financial statements were authorised for issue by the Auckland Museum Trust Board on 1 October 2009.

The Museum is exempt from payment of income tax as it is treated by the Inland Revenue as a charitable organisation. Accordingly no income tax balances are accounted for.

## **BASIS OF PREPARATION**

The financial statements have been prepared on the basis of historical cost or deemed cost, except for:

- Investment property which is carried at fair value;
- Certain financial instruments which are carried at fair value;
- Inventory which is carried at the lower of cost and net realisable value.

The functional and presentation currency is New Zealand Dollars (NZD).

Accounting policies are selected and applied in a manner which ensures that the resulting financial information satisfies the concepts of relevance and reliability, thereby ensuring that the substance of the underlying transactions or other events is reported.

The accounting policies set out below have been applied in preparing the financial statements for the year ended 30 June 2009 and the comparative information presented in these financial statements for the year ended 30 June 2008.

## **SIGNIFICANT ACCOUNTING POLICIES**

The following significant accounting policies have been adopted in the preparation and presentation of the financial statements:

### **(a) Employment benefits**

Provision is made for benefits accruing to employees in respect of wages and salaries, annual leave, long service leave and sick leave when it is probable that settlement will be required and they are capable of being measured reliably.

Provisions made in respect of employee benefits expected to be settled within 12 months are measured at their nominal values using the remuneration rate expected to apply at the time of settlement.

Provisions made in respect of employee benefits which are not expected to be settled within 12 months are measured as the present value of the estimated future cash outflows to be made by the Museum in respect of services provided by employees up to reporting date.

Contributions to defined contribution superannuation plans are expensed when incurred.

### **(b) Financial assets**

Investments are recognised and derecognised on trade date where the purchase or sale of an investment is under a contract whose terms require delivery of the investment within the timeframe established by the market concerned. Investments are initially measured at fair value plus transaction costs except for those financial assets classified as fair value through profit or loss which are initially measured at their value.

Financial assets are classified into the following specified categories: financial assets 'at fair value through profit or loss', 'held-to-maturity' investments, 'available-for-sale' financial assets and 'loans and receivables'. The classification depends on the nature and purpose of the financial assets and is determined at the time of initial recognition.



### **Financial assets at fair value through profit or loss**

Financial assets in this category are either financial assets held for trading or financial assets designated as at fair value through profit or loss.

A financial asset is classified as held for trading if:

1. It has been acquired principally for the purpose of selling in the near future; or
2. It is a part of an identified portfolio of financial instruments that the Museum manages together and has a recent actual pattern of short-term profit-taking; or
3. It is a derivative that is not designated and effective as a hedging instrument.

All derivatives entered into by the Museum are classified as held for trading as the Museum does not apply hedge accounting.

Financial assets at fair value through profit or loss are stated at fair value, with any resultant gain or loss recognised in the income statement. The net gain or loss recognised in the income statement includes any dividend or interest earned on the financial asset.

### **Available-for-sale financial assets**

Available-for-sale financial assets are those non-derivative financial assets that are designated as available-for-sale or are not classified as loans and receivables, held-to-maturity investments or financial assets at fair value through profit or loss. Gains and losses arising from changes in fair value are recognised directly in the available-for-sale revaluation reserve, until the investment is disposed of or is determined to be impaired, at which time the cumulative gain or loss previously recognised in the available-for-sale revaluation is included in profit or loss for the period.

Dividends on available-for-sale equity instruments are recognised separately in the income statement when the Museum's right to receive payment is established.

### **Loans and receivables**

Trade receivables, loans and other receivables that have fixed or determinable payments that are not quoted in the active market are classified as loans and receivables. Loans and receivables are measured at amortised cost using the effective interest method less impairment.

### **Impairment of financial assets**

Financial assets, other than those at fair value through profit or loss, are assessed for indicators of impairment at each balance sheet date. Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows of the investment have been impacted.

For financial assets carried at amortised cost, the amount of the impairment is the difference between the asset's carrying amount and the present value of the estimated future cash flows, discounted at the original effective interest rate.

The carrying amount of the financial asset is reduced by the impairment loss directly for all financial assets with the exception of trade receivables where the carrying amount is reduced through the use of an allowance account. When a trade receivable is uncollectible, it is written off against the allowance account. A trade receivable is deemed to be uncollectible upon notification of insolvency of the debtor or upon receipt of similar evidence that the Museum will be unable to collect the trade receivable. Changes in the carrying amount of the allowance account are recognised in the income statement.

If, in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment loss was recognised, the previously recognised impairment loss is reversed.

In respect of financial assets carried at amortised cost, with the exception of trade receivables, the impairment loss is reversed through the income statement to the extent that the carrying amount of the investment at the date the impairment is reversed does not exceed what the amortised cost would have been had the impairment not been recognised. Subsequent recoveries of trade receivables previously written off are credited against the allowance account.

In respect of available-for-sale debt instruments, the loss is reversed through the income statement.

In respect of the available-for-sale equity instruments, any subsequent increase in fair value after an impairment loss is recognised directly in equity.

### **(c) Financial instruments issued by the Museum**

#### **Debt and equity instruments**

Debt and equity instruments are classified as either financial liabilities or as equity in accordance with the substance of the contractual arrangement. Debt is classified as current unless the Museum has the unconditional right to defer settlement of the debt for at least 12 months after the balance sheet date.

#### **Borrowings**

Borrowings are recorded initially at fair value, net of transaction costs.

Subsequent to initial recognition, borrowings are measured at amortised cost with any difference between the initial recognised amount and the redemption value being recognised in profit or loss over the period of the borrowing using the effective interest method. The effective interest rate is the rate that exactly discounts estimated future cash payments through the expected life of the borrowings or, where appropriate, a shorter period, to the net carrying amount of the borrowings.

### **(d) Derivative financial instruments**

The Museum enters into forward foreign exchange contracts to manage its exposure to foreign exchange rate risk when purchasing equipment and exhibitions in foreign currencies.

Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently re-measured to their fair value at each reporting date. The resulting gain or loss is recognised in profit or loss immediately. The Museum has not adopted hedge accounting.

### **(e) Foreign currency**

All foreign currency transactions during the year are brought to account using the exchange rate in effect at the date of the transaction. Foreign currency monetary items at reporting date are translated at the exchange rate existing at reporting date. Non-monetary assets and liabilities carried at fair values that are denominated in foreign currencies are translated at the rates prevailing at the date when the fair value was determined.

Exchange differences are recognised in profit or loss in the period in which they arise.

### **(f) Goods and service tax**

All balances are presented net of goods and services tax (GST), except for receivables and payables which are presented inclusive of GST.

### **(g) Impairment of assets**

At each reporting date, the Museum reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss (if any).

Where the asset does not generate cash flows that are independent from other assets, the Museum estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use.

The Museum applies the public benefit exemption in relation to NZ IAS 36 Impairment that allows value in use to be equal to depreciable cost.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised in profit or loss immediately, unless the relevant asset is carried at fair value, in which case the impairment loss is treated as a revaluation decrease.

Where an impairment loss subsequently reverses, the carrying amount of the asset (cash-generating unit) is increased to the revised estimate of its recoverable amount, but only to the extent that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (cash-generating unit) in prior years. A reversal of an impairment loss is recognised in profit or loss immediately, unless the relevant asset is carried at fair value, in which case the reversal of the impairment loss is treated as a revaluation increase. An impairment of goodwill is not subsequently reversed.

#### **(h) Intangible assets**

Computer software is a finite life intangible asset and is recorded at cost less accumulated amortisation and impairment losses. It is amortised over three years on a straight line basis.

#### **(i) Inventories**

Inventories are valued at the lower of cost and net realisable value. Cost is determined on an average basis. Net realisable value represents the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

#### **(j) Investment property**

Investment property, which is property held to earn rentals and/or for capital appreciation, is measured initially at its cost, including transaction costs. Subsequent to initial recognition investment property is measured at its fair value at the reporting date as determined by an independent registered valuer. Gains and losses arising from changes in the fair value of investment property are included in profit or loss in the period in which they arise.

#### **(k) Leased assets**

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee. All other leases are classified as operating leases.

##### **Entity as lessor**

Operating lease revenue is recognised in the income statement on a straight-line basis over the lease term. Initial direct costs incurred in negotiating and arranging an operating lease are added to the carrying amount of the leased asset and recognised as an expense in the income statement over the lease term on the same basis as the lease income.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term, except where another systematic basis is more representative of the time pattern over which economic benefits from the leased asset are consumed.

#### **(l) Payables**

Trade payables and other accounts payable are recognised when the Museum becomes obliged to make future payments resulting from the purchase of goods and services.

#### **(m) Property, plant and equipment**

All items of property, plant and equipment are recorded at cost less accumulated depreciation and accumulated impairment losses. Donated assets are initially recorded at fair value and subsequently at that value less accumulated depreciation and accumulated impairment losses. At the date of transition to NZ IFRS the deemed cost exemption was taken. Cost includes expenditure that is directly attributable to the acquisition of the item. In the event that settlement of all or part of the purchase consideration is deferred, cost is determined by discounting the amounts payable in the future to their present value as at the date of acquisition. Subsequent costs are capitalised if it is probable that future economic benefits will flow to the Museum and the costs can be measured reliably. All other maintenance costs are recognised as an expense as incurred.

Depreciation is charged to the income statement. The recoverable amount of the collection is close to cost and their lives are indeterminate so there is no depreciation. The following rates have been used on a straight-line basis.

**Collections:**

Collection	Nil
------------	-----

**Buildings:**

Buildings	1-2%
Office furniture and fittings	20%

**Display:**

Display galleries	7-13%
-------------------	-------

**Equipment:**

Plant and equipment	5-20%
Motor vehicles	20%
Information technology	33%

**(n) Provisions**

Provisions are recognised when the Museum has a present obligation (legal or constructive) as a result of a past event, the future sacrifice of economic benefits is probable and the amount of the provision can be measured reliably.

The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at reporting date, taking into account the risks and uncertainties surrounding the obligation. Where a provision is measured using the cash flows estimated to settle the present obligation, its carrying amount is the present value of those cash flows.

When some or all of the economic benefits required to settle a provision are expected to be recovered from a third party, the receivable is recognised as an asset if it is virtually certain that recovery will be received and the amount of the receivable can be measured reliably.

**Onerous contracts**

Present obligations arising under onerous contracts are recognised as provisions. An onerous contract is considered to exist where the Museum has a contract under which the unavoidable costs of meeting the contractual obligations exceed the economic benefits estimated to be received.

**(o) Revenue recognition**

**Levies**

Local authority levies are received from the seven contributing local bodies, being Auckland City, Waitakere City, North Shore City, Manukau City, Papakura City, Rodney District Council and Franklin District Council, and are recognised as revenue when received.

**Donations**

Donations are recognised as revenue upon receipt.

**Admissions**

Admissions received for special exhibitions and performances are recognised as revenue as received.

**Sale of goods**

Revenue from the sale of goods is recognised when the Museum has transferred to the buyer the significant risks and rewards of ownership of the goods.

**Rental revenue**

Rental revenue in relation to operating leases on the Museum's investment properties is recognised in the income statement on a straight-line basis over the lease term.

**Dividend and interest revenue**

Dividend revenue from investments is recognised when the shareholders' rights to receive payment have been established. Interest revenue is recognised using the effective interest rate method.

**(p) Research and development costs**

Expenditure on research and development activities is recognised as an expense in the period in which it is incurred.

**(q) Changes in accounting policies**

There are no changes to accounting policies.

**(r) Critical accounting judgements and key sources of estimation uncertainty**

In the application of the Museum's accounting policies, which are described in the notes, the Trustees are required to make judgements, estimations and assumptions about carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experiences and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

The Museum's collection assets comprise all heritage assets of cultural and historical significance including artifacts, art works, manuscripts and library assets. At 1 July 2006 (transition to NZ IFRS) all collection assets whether purchased or gifted were fair valued as their deemed cost ('cost').

Subsequent to July 2006 collection assets are carried at cost less any impairment losses if applicable. Collection assets due to their unique nature are considered to have an indeterminate life and as such are not depreciated. All future additions will be recognised at fair value at date of acquisition.

The estimation in establishing the fair value of investments is undertaken by external independent sources. The Museum relies on New Zealand Asset Management and Milford Asset Management.

The Museum valued the building at deemed cost at the transition to NZ IFRS. This required an assessment of the depreciated replacement cost at 1 July 2006. DTZ New Zealand Ltd MRENZ was commissioned to assess this value. The fair value of the Museum building is not able to be reliably determined using market based evidence given its unique nature.

**(s) Disclosure of new NZ IFRS approved but not yet effective**

There are several new or amended financial reporting standards and interpretations that have been issued by the Financial Reporting Standards Board but are not yet effective.

NZ IAS 1 Presentation of Financial Standards is effective for annual reporting periods after 1 July 2009 and will be adopted by the Museum for the financial year commencing 1 July 2009. This standard specifies the presentation of financial statements and will not have any financial impact on future financial statements.

The other new or amended standards and interpretations are not applicable to the Museum.

**(t) Transactions with related parties**

The Museum has financial transactions relating to programmes with both the Museum Institute and the Museum Circle Foundation.



The Museum is publically funded from the contributing authorities, being Auckland City, Manukau City, North Shore City, Waitakere City, Rodney District, Franklin District and Papakura City.

## INCOME STATEMENT

### FOR THE YEAR ENDED 30 JUNE 2009

	Note	Actual 2009 \$000's	Annual Plan 2009 \$000's	Actual 2008 \$000's
<b>Revenue</b>				
Local authorities levy		22,304	22,304	21,319
Interest revenue		1,156	960	1,460
Grant revenue		361	317	340
Admissions		1,242	1,323	1,438
Commercial operations		3,328	3,615	3,439
Donations, Sponsorship, Event & Other revenue		747	337	825
Exhibitions		1,115	1,300	973
<b>Total revenue</b>		<b>30,253</b>	<b>30,156</b>	<b>29,794</b>
<b>Expenses</b>				
Cost of maintenance and management activities	1	28,608	28,236	30,476
Cost of development activities	1	575	725	776
Interest expense	2	223	345	223
<b>Total expenses</b>		<b>29,406</b>	<b>29,306</b>	<b>31,475</b>
		<b>847</b>	<b>850</b>	<b>(1,681)</b>
<b>Project Income</b>				
Grand Atrium project fund raising	3	420	–	6,693
Earthquake Commission volcanoes sponsorship		300	–	300
		<b>720</b>	<b>–</b>	<b>6,993</b>
<b>Operating (loss) surplus</b>		<b>1,567</b>	<b>850</b>	<b>5,312</b>
<b>Special Purposes Activities</b>				
<b>Revenue</b>				
Interest revenue		28	–	1,573
Donations		110	–	110
Heritage assets donated		325	–	2,674
Sundry income		–	–	13
Change in measurement of investments at fair value		3,074	–	(126)
Change in measurement of investment property at fair value	6	(525)	–	25
Rental income from investment property		78	–	96
Transfer to exhibitions reserve		200	–	–
		<b>3,290</b>	<b>–</b>	<b>4,365</b>
<b>Expenses</b>				
Allocation to management and maintenance		29	–	30
Operating expenses		176	–	146
Investment property operating expenses		36	–	30
Operating loss transferred to exhibitions reserve		–	–	407
		<b>241</b>	<b>–</b>	<b>613</b>
<b>Transfer to Special Purposes Equity</b>	18	<b>3,049</b>	<b>–</b>	<b>3,752</b>
<b>Net Surplus</b>		<b>4,616</b>	<b>850</b>	<b>9,064</b>
Allocated to:				
General equity		1,567	850	5,312
Special purposes equity		3,049	–	3,752
		<b>4,616</b>	<b>850</b>	<b>9,064</b>
The accompanying notes and accounting policies form part of these financial statements.				

# **BALANCE SHEET** **AS AT 30 JUNE 2009**

	Note	Actual 2009 \$000's	Actual 2008 \$000's
<b>Current Assets</b>			
Cash and cash equivalents		615	1,116
Short term investments		3,205	6,517
Short term investments – restricted	4	2,800	20,051
Trade receivables		274	244
Goods and services tax receivable		280	101
Prepayments		321	394
Inventory of finished goods		591	659
		<b>8,086</b>	<b>29,082</b>
<b>Current Liabilities</b>			
Trade payables and accruals		2,587	3,156
Employee benefits	5	765	807
		<b>3,352</b>	<b>3,963</b>
<b>Net Current Assets</b>		<b>4,734</b>	<b>25,119</b>
<b>Non Current Assets</b>			
Intangible assets	8	195	313
Property, plant and equipment	7	416,758	421,671
Investments – restricted	4	37,587	7,113
Investment property – restricted	6	675	1,200
		<b>455,215</b>	<b>430,297</b>
<b>Non Current Liabilities</b>			
Interest bearing loan	9	3,000	3,000
Employee benefits	5	268	351
		<b>3,268</b>	<b>3,351</b>
<b>Net Assets</b>		<b>456,681</b>	<b>452,065</b>
<b>Represented by Public Equity made up of:</b>			
General equity	17	415,282	418,948
Special purposes equity	18	41,399	33,117
		<b>456,681</b>	<b>452,065</b>
For and on behalf of the Trust Board:			
<div> W Randall Chairman 1 October 2009</div> <div> V Vitali Museum Director 1 October 2009</div>			
The accompanying notes and accounting policies form part of these financial statements.			

## STATEMENT OF RECOGNISED INCOME AND EXPENSE FOR THE YEAR ENDED 30 JUNE 2009

	Actual 2009 \$000's	Actual 2008 \$000's
<b>Transfer from Income Statement</b>		
General equity	1,567	5,312
Special purposes equity	3,049	3,752
<b>Total recognised revenues and expenses</b>	<b>4,616</b>	<b>9,064</b>



## STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2009

	Note	Actual 2009 \$000's	Actual 2008 \$000's
<b>Cash Flows from Operating Activities</b>			
Cash was provided from:			
Levy on local authorities		22,304	21,319
Receipts from operations		6,861	7,819
Interest received		1,184	3,033
Dividends and bequests received		111	110
		<b>30,460</b>	<b>32,281</b>
Cash was applied to:			
Payments to suppliers		11,760	13,707
Payments to employees		9,816	9,203
Payments relating to special purposes		241	215
Interest paid		223	223
		<b>22,040</b>	<b>23,348</b>
<b>Net Cash Flow from Operating Activities</b>	13	<b>8,420</b>	<b>8,933</b>
<b>Cash Flows from Investing Activities</b>			
Cash was provided from:			
Grand Atrium project fundraising		420	6,693
Other capital funds		300	300
		<b>720</b>	<b>6,993</b>
Cash was applied to:			
Purchase of investments		6,837	12,528
Purchase of property, plant, equipment and intangibles		2,805	3,799
		<b>9,642</b>	<b>16,327</b>
<b>Net Cash Flow Used in Investing Activities</b>		<b>(8,922)</b>	<b>(9,334)</b>
Net (decrease) increase in cash held		(502)	(401)
Opening cash balance		1,116	1,517
<b>Closing Cash Balance</b>		<b>614</b>	<b>1,116</b>
Represented by:			
Cash and bank		615	1,116
<b>Closing Cash Balance</b>		<b>615</b>	<b>1,116</b>
This statement is prepared net of GST. The accompanying notes and accounting policies form part of these financial statements.			

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

	Actual 2009 \$000's	Annual Plan 2009 \$000's	Actual 2008 \$000's
<b>1. COSTS OF ACTIVITIES</b>			
<b>Costs of Maintenance and Management Activities</b>			
<b>Delivery</b>			
Collections and research	3,333	2,956	4,221
Programmes and exhibitions	4,355	4,327	4,175
Customer service	1,688	1,802	1,011
Corporate services	2,055	1,848	2,435
Occupancy	379	398	393
Depreciation	816	815	927
<b>Total Delivery</b>	<b>12,626</b>	<b>12,146</b>	<b>13,162</b>
<b>Commercial</b>			
Events	356	432	419
Retail shops	1,418	1,484	1,598
Tourism and cultural performance	422	499	471
Development	394	295	304
Car park	25	25	152
Corporate services	282	254	335
Occupancy	2,277	2,390	2,357
Depreciation and software amortisation	4,897	4,895	5,562
<b>Total Commercial</b>	<b>10,071</b>	<b>10,274</b>	<b>11,198</b>
<b>Communication</b>			
Activities	1,926	1,815	1,684
Corporate services	399	359	473
Occupancy	1,138	1,195	1,178
Depreciation	2,448	2,447	2,781
<b>Total Communication</b>	<b>5,911</b>	<b>5,816</b>	<b>6,116</b>
<b>Total Maintenance and Management Costs</b>	<b>28,608</b>	<b>28,236</b>	<b>30,476</b>
<b>Costs of Development Activities</b>			
<b>Delivery</b>			
Collections and research	-	-	314
Programmes and exhibitions	-	-	178
Customer service	-	-	53
Corporate services	220	325	9
Occupancy	-	-	5
<b>Total Delivery</b>	<b>220</b>	<b>325</b>	<b>559</b>
<b>Commercial</b>			
Events	-	-	46
Development	-	-	31
Corporate services	30	45	1
Occupancy	-	-	29
<b>Total Commercial</b>	<b>30</b>	<b>45</b>	<b>107</b>
<b>Communication</b>			
Activities	282	293	94
Corporate services	43	62	2
Occupancy	-	-	14
<b>Total Communication</b>	<b>325</b>	<b>355</b>	<b>110</b>
<b>Total Development Costs</b>	<b>575</b>	<b>725</b>	<b>776</b>
2008 comparative figures have been changed to reflect the new reporting structure as per the 2009 Annual Plan			

	Actual 2009 \$000's	Annual Plan 2009 \$000's	Actual 2008 \$000's
<b>2. COMPONENTS OF SURPLUS</b>			
The surplus includes the following			
<b>Revenue</b>			
Fair value of volunteers' time	269	250	295
Income from sale of goods	1,550	1,600	1,594
<b>Expenses</b>			
Auditors' fees – financial statements	37	42	34
<b>Employee Benefits</b>			
Salaries and wages	9,654	9,826	8,304
Redundancy payments	37	–	830
Defined contribution plans	46	129	149
	<b>9,737</b>	<b>9,955</b>	<b>9,283</b>
Fair value change in forward exchange contracts	–	–	(59)
Fair value of volunteers' time	269	250	295
Heritage assets expensed	173	170	–
Impairment of trade receivables	3	–	1
Interest	223	345	223
Loss on disposal of fixed assets	87	–	751
Operating lease expenses	14	12	138
Taumata-a-Iwi fees and expenses	50	48	45
Transfer to exhibitions reserve	200	200	–
Trust Board fees and expenses	160	166	139
Inventory costs recognised as an expense	852	880	800
Inventory write down costs	43	–	71
Investment property expenses	36	–	30
<b>3. GRAND ATRIUM PROJECT FUNDRAISING</b>			
Balance at beginning of year	51,545		44,852
Fundraising for year:			
NZ Government	–		6,489
P H Masfen Charitable Trust	–		20
W A Stevenson & Sons Limited	200		–
McConnell Family	20		20
Museum Circle	200		164
	<b>420</b>		<b>6,693</b>
<b>Cumulative funds raised 30 June 2009</b>	<b>51,965</b>		<b>51,545</b>

#### 4. INVESTMENTS – RESTRICTED

Restricted investments have been provided to the Museum for specific purposes determined by the donor and the Museum is obligated to use the funds for these specific purposes.

	Balance 2007 \$000's	Utilised \$000's	Expensed \$000's	Balance 2008 \$000's	Utilised \$000's	Expensed \$000's	Balance 2009 \$000's
<b>5. EMPLOYEE BENEFITS</b>							
Annual leave	763	440	373	696	211	221	706
Long service leave (current)	70	16	16	70	36	-	34
Sick leave	15	15	41	41	16	-	25
<b>Employee Benefits – current</b>	<b>848</b>	<b>471</b>	<b>430</b>	<b>807</b>	<b>263</b>	<b>221</b>	<b>765</b>
Long service leave (non current)	142	-	(1)	141	-	15	156
Retirement gratuity	214	21	17	210	123	25	112
<b>Employee Benefits – non current</b>	<b>356</b>	<b>21</b>	<b>16</b>	<b>351</b>	<b>123</b>	<b>40</b>	<b>268</b>
<b>Total Employee Benefits</b>	<b>1,204</b>	<b>492</b>	<b>446</b>	<b>1,158</b>	<b>386</b>	<b>261</b>	<b>1,033</b>

	Actual 2009 \$000's	Actual 2008 \$000's
<b>6. INVESTMENT PROPERTY – RESTRICTED</b>		
Balance at beginning of year	1,200	1,175
Gain (loss) from fair value adjustments	(525)	25
<b>Balance at end of year</b>	<b>675</b>	<b>1,200</b>

The Vaile Trust investment requires this investment to be in real property in Auckland. The property was valued by DTZ New Zealand Limited, independent registered valuers at 30 June 2009 and 30 June 2008. The 2009 valuation reflects the reduced rental and some share of the body corporate liability of the common leaking areas. The valuer has recent experience in the location and category of the property and was performed in accordance with New Zealand Valuation Standards by reference to market evidence of transaction prices for similar properties.

	Capital WIP \$000's	Collection \$000's	Land & Buildings \$000's	Displays \$000's	Equipment \$000's	Total \$000's
<b>7. PROPERTY, PLANT AND EQUIPMENT</b>						
<b>Cost</b>						
<b>Balance at 1 July 2007</b>	<b>-</b>	<b>262,702</b>	<b>136,112</b>	<b>30,479</b>	<b>35,819</b>	<b>465,112</b>
Additions	1,268	3,014	6	1,090	1,753	7,131
Transfers	(278)	-	-	-	278	-
Disposals	-	-	(58)	(1,327)	(5,911)	(7,296)
<b>Balance at 1 July 2008</b>	<b>990</b>	<b>265,716</b>	<b>136,060</b>	<b>30,242</b>	<b>31,939</b>	<b>464,947</b>
Additions	498	-	82	346	2,147	3,073
Transfers	-	(87)	(2,190)	56	2,221	-
Disposals	-	-	(35)	(1,362)	(2,672)	(4,069)
<b>Balance at 30 June 2009</b>	<b>1,488</b>	<b>265,629</b>	<b>133,917</b>	<b>29,282</b>	<b>33,635</b>	<b>463,951</b>
<b>Accumulated depreciation</b>						
<b>Balance at 1 July 2007</b>	<b>-</b>	<b>-</b>	<b>4,669</b>	<b>22,734</b>	<b>13,259</b>	<b>40,662</b>
Depreciation expense	-	-	3,012	2,423	3,083	8,518
Disposals	-	-	(16)	(217)	(5,671)	(5,904)
<b>Balance at 1 July 2008</b>	<b>-</b>	<b>-</b>	<b>7,665</b>	<b>24,940</b>	<b>10,671</b>	<b>43,276</b>
Depreciation expense	-	-	3,010	1,919	3,057	7,986
Transfers	-	-	(436)	6	430	-
Disposals	-	-	(6)	(1,353)	(2,710)	(4,069)
<b>Balance at 30 June 2009</b>	<b>-</b>	<b>-</b>	<b>10,233</b>	<b>25,512</b>	<b>11,448</b>	<b>47,193</b>
<b>Book value 30 June 2009</b>	<b>1,488</b>	<b>265,629</b>	<b>123,684</b>	<b>3,770</b>	<b>22,187</b>	<b>416,758</b>
Book value 30 June 2008	990	265,716	128,395	5,302	21,268	421,671

	Actual 2009 \$000's Software	Actual 2008 \$000's Software
<b>8. INTANGIBLE ASSETS</b>		
<b>Gross carrying amount</b>		
Balance at 1 July	570	451
Additions	144	163
Disposals	(139)	(44)
Balance at 30 June	575	570
<b>Accumulated amortisation and impairment</b>		
Balance at 1 July	257	118
Amortisation expense	175	139
Disposals	(52)	-
Balance at 30 June	380	257
<b>Book value 30 June</b>	<b>195</b>	<b>313</b>

	Actual 2009 \$000's		Actual 2008 \$000's
<b>9. INTEREST BEARING LOAN</b>			
Unsecured loan from Auckland City to fund the building of the carpark is repayable on 20/11/2011 and the interest is fixed at 7.44%.	3,000		3,000

<b>10. COMMITMENTS UNDER NON-CANCELLABLE LEASES</b>
The Museum has no commitments under non-cancellable leases for 2008 and 2009.

	Actual 2009 \$000's		Actual 2008 \$000's
<b>11. CAPITAL COMMITMENTS</b>			
Equipment	163		204
	<b>163</b>		<b>204</b>

<b>12. CONTINGENT LIABILITIES</b>
The Museum has an investment in Chancery Street. Although the Museum unit has no leaking problems, there are common areas that do have leaky building issues. The Body Corporate is attempting to recover the cost of repairs from the property developers. Should this action be unsuccessful the unit owners may need to contribute in accordance with the body corporate rules.
At 30 June 2009 there were no other contingent liabilities (2008 nil).

13. RECONCILIATION OF SURPLUS TO NET CASH FLOW FROM OPERATING ACTIVITIES			
The remuneration of Trustees is determined by the annual plan approved by the Electoral College, as per the Auckland War Memorial Museum Act.			
	Actual 2009 \$000's		Actual 2008 \$000's
Net Surplus	4,616		9,064
Cash flows classified as from investing activities	(720)		(6,993)
Surplus before project transactions	3,896		2,071
Add (deduct) non-cash items:			
Depreciation, amortisation and loss on disposal	8,161		9,269
Other	-		(68)
Investment revaluations and reinvestments	(2,549)		101
Donation of heritage assets	(325)		(2,674)
	5,287		6,628
Add (less) movements in working capital:			
(Increase) / decrease in accounts receivable	(136)		173
(Increase) / decrease in inventory	68		(122)
(Decrease) / increase in accounts payable	(570)		229
(Decrease) / increase in employee benefits	(125)		(46)
	(763)		234
Net cash flow from operating activities	8,420		8,933

## 14. SEGMENT INFORMATION

The Auckland War Memorial Museum is governed by the Auckland War Memorial Museum Act 1996 and operates primarily in the Auckland region with the purpose of providing the public with a museum.

## 15. FINANCIAL INSTRUMENTS

### Qualitative Disclosures

Exposure to credit, liquidity, currency and interest risk arises in the normal course of business.

#### Credit risk

The Museum has minimal exposure to a large volume of small value trade receivables arising from group and school visits and venue hire. Credit checks are done on new customers and deposits obtained for venue hire. Prompt action is taken to collect overdue amounts. Bad debt write-offs in 2009 were \$2,816 (2008 \$1,276). Operating funds not immediately required are invested in accordance with the investment policy with registered banks with an 'A' rating by Standard & Poors. Investments are placed across a portfolio of parties to minimise credit risk. There is no significant concentration of credit risk. A doubtful debt provision is created when debtors become doubtful.

#### Liquidity risk

The Museum is able to meet its contractual obligations from the levy from the territorial local authorities.

#### Currency risk

The Museum has exposure to foreign exchange risk as a result of transactions denominated in foreign currencies arising from investing and exhibition activities. Foreign exchange risks on investment funds are hedged by the funds manager as considered necessary. Forward exchange contracts are taken out to cover exhibition commitments. There was no exposure for exhibitions at 30 June 2009.

#### Interest rate risk

The Museum has potential exposure to interest rates on its short term investments. These exposures are managed by investing in bank deposits maturing in less than 12 months. The range of interest rates is reported monthly.

#### Fair values

The carrying value of cash and equivalents, short-term investments, receivables and payables is equivalent to their fair value. The fair value of the interest bearing loan is calculated on a discounted cash flow basis using rates for similar securities with that maturity.

### Quantitative Disclosures

	Actual 2009 \$000's		Actual 2008 \$000's
<b>Credit risk</b>			
Age of trade receivables:			
Current	235		172
Past due but not impaired 0-30 days	30		35
Past due but not impaired 30-60 days	-		28
Past due but not impaired over 60 days	9		9
	<b>274</b>		<b>244</b>
GST – current	280		101
Short term investments – current and restricted	6,005		26,568
Managed investments	37,587		7,113
<b>Total</b>	<b>44,146</b>		<b>34,026</b>

<b>15. FINANCIAL INSTRUMENTS (continued)</b>					
	<b>Balance \$000's</b>	<b>Contractual \$000's</b>	<b>Less than 1 \$000's</b>	<b>2-5 years \$000's</b>	<b>Total \$000's</b>
<b>Liquidity risk</b>					
<b>30 June 2009</b>					
Trade and other payables	2,587	2,587	2,587	-	2,587
Employee benefits	1,033	1,033	765	268	1,033
Interest bearing loan	3,000	3,000	-	3,000	3,000
<b>Total</b>	<b>6,620</b>	<b>6,620</b>	<b>3,352</b>	<b>3,268</b>	<b>6,620</b>
<b>30 June 2008</b>					
Trade and other payables	3,156	3,156	3,156	-	3,156
Employee benefits	1,158	1,158	807	351	1,158
Interest bearing loan	3,000	3,000	-	3,000	3,000
<b>Total</b>	<b>7,314</b>	<b>7,314</b>	<b>3,963</b>	<b>3,351</b>	<b>7,314</b>
<b>Currency risk</b>					
The Museum has no currency risk for 2008 and 2009.					
	<b>Interest rates/returns</b>		<b>Total \$000's</b>	<b>Less than 1 \$000's</b>	<b>2-5 years \$000's</b>
<b>Interest rate risk</b>					
<b>30 June 2009</b>					
<b>Fixed rate instruments</b>					
Interest bearing loan	7.44%		3,000	-	3,000
Variable rate instruments					
Cash and cash equivalents	2.50%		615	615	-
Short term investments	3.70%		6,005	6,005	-
Managed investments	9.43%		37,587	37,587	-
<b>30 June 2008</b>					
<b>Fixed rate instruments</b>					
Interest bearing loan	7.44%		3,000	-	3,000
<b>Variable rate instruments</b>					
Cash and cash equivalents	8.00%		1,116	1,116	-
Short term investments	8.53%		26,568	26,568	-
Managed investments	-1.75%		7,113	7,113	-



## 15. FINANCIAL INSTRUMENTS *(continued)*

### Classification and fair values

The Museum manages its capital to ensure that the Museum will be able to continue as a going concern while maximising the return to the Museum through the optimisation of the debt and equity balance. The Museum's overall strategy remains unchanged from 2008.

The capital structure of the Museum consists of debt, which includes the borrowings disclosed in note 9, cash and cash equivalents and equity comprising reserves and retained earnings as disclosed in notes 17 and 18.

	Fair value through profit & loss \$000's	Loans and receivables \$000's	Available for sale \$000's	At amortised cost \$000's	Total carrying amount \$000's	Fair value \$000's
<b>At 30 June 2009</b>						
<b>Financial assets</b>						
Cash and cash equivalents	-	615	-	-	615	615
Short term investments	-	6,005	-	-	6,005	6,005
Trade receivables	-	554	-	-	554	554
Investments	37,587	-	-	-	37,587	37,587
	<b>37,587</b>	<b>7,174</b>	<b>-</b>	<b>-</b>	<b>44,761</b>	<b>44,761</b>
Financial liabilities						
Trade payables	-	-	-	2,587	2,587	2,587
Employee entitlements	-	-	-	1,033	1,033	1,033
Interest bearing loan	-	-	-	3,000	3,000	3,000
	<b>-</b>	<b>-</b>	<b>-</b>	<b>6,620</b>	<b>6,620</b>	<b>6,620</b>
<b>At 30 June 2008</b>						
<b>Financial assets</b>						
Cash and cash equivalents	-	1,116	-	-	1,116	1,116
Short term investments	-	26,568	-	-	26,568	26,568
Trade receivables	-	345	-	-	345	345
Investments	7,113	-	-	-	7,113	7,113
	<b>7,113</b>	<b>28,029</b>	<b>-</b>	<b>-</b>	<b>35,142</b>	<b>35,142</b>
Financial liabilities						
Trade payables	-	-	-	3,156	3,156	3,156
Employee entitlements	-	-	-	1,158	1,158	1,158
Interest bearing loan	-	-	-	3,000	3,000	3,000
	<b>-</b>	<b>-</b>	<b>-</b>	<b>7,314</b>	<b>7,314</b>	<b>7,314</b>

The fair value of investments with standard terms and conditions and traded on active liquid markets is determined with reference to quoted market prices.

The carrying value of cash and equivalents, short-term investments, receivables and payables is equivalent to their fair value. The fair value of the interest bearing loan is calculated on a discounted cash flow basis using rates for similar securities with that maturity.

The fair value of other financial assets and liabilities is based upon expected cash flow.

In 2008 the investments were disclosed for available for sale in error. These assets are accounted for as fair value through the profit and loss, therefore note 15 is amended accordingly.

## 16. POST BALANCE DATE EVENTS

Sir Edmund Hillary Archive: Since balance date the Museum's rights and responsibilities have been established in respect of personal papers, diaries, and other written and illustrative material relating to the life and adventures of Sir Edmund Hillary. When the archive has been fully inventoried and commitments in relation to it assessed, it will be recognised in the Museum's financial statements in accordance with the Museum's accounting policy for donated assets.

	Actual 2009 \$000's	Actual 2008 \$000's
<b>17. GENERAL EQUITY</b>		
Opening balance	418,948	416,263
Transfer from income statement operating surplus	1,567	5,312
Transfer of capital expenditure from special purposes equity	2,641	6,056
Transfer of depreciation levy to asset replacement reserve	(7,874)	(8,683)
<b>Closing balance</b>	<b>415,282</b>	<b>418,948</b>

	Balance 2008 \$000's	Levies, gifts & bequests \$000's	Investment net income \$000's	Operating expenditure \$000's	Capital expenditure \$000's	Balance 2009 \$000's
<b>18. SPECIAL PURPOSES EQUITY</b>						
<b>Restricted Trusts &amp; Bequest Equity Trusts</b>						
Levingston Cooke Family Bequest	2,588	111	253	(100)	-	2,852
Edward Earle Vaile Trust Fund	1,396	-	(447)	(66)	-	883
The Waldo Heap Bequest	444	-	44	(41)	-	447
AWMME&B Omnibus Trust	39	-	4	-	-	43
Life Members' Subscription Trust	111	-	10	(5)	-	116
Auckland Museum Endowment Act	48	-	4	-	-	52
Bertha Wilson – cinematography	7	-	-	-	-	7
Others under \$15,000	28	-	3	-	-	31
<b>Restricted gifts &amp; bequests</b>						
Nancy Bamford bequest	644	-	63	(29)	-	678
Disney Trust	-	-	-	-	-	-
Others under \$15,000	58	-	3	-	-	61
<b>Gifts &amp; bequests subject to wishes</b>						
A G W Dunningham bequest	127	-	13	-	-	140
C Whitney Trust	7	-	10	-	-	17
K Pritchard bequest	57	-	5	-	-	62
Len Coakley Trust Fund	50	-	5	-	-	55
Memorial Hall donations	97	-	9	-	-	106
	<b>5,701</b>	<b>111</b>	<b>(21)</b>	<b>(241)</b>	<b>-</b>	<b>5,550</b>

	Balance 2008 \$000's	Levies, gifts & bequests \$000's	Investment net income \$000's	Operating expenditure \$000's	Capital expenditure \$000's	Balance 2009 \$000's
<b>18. SPECIAL PURPOSES EQUITY (continued)</b>						
<b>Special Purpose Museum Reserves</b>						
Catherine E Tong reserve	92	-	9	-	-	101
Ko Tawa reserve	25	-	4	-	-	29
Refurbishment Stage II reserve	214	-	21	-	-	235
Perpetual maintenance reserve	462	-	45	-	-	507
Acquisitions reserve	278	325	26	-	-	629
Exhibition reserve	336	200	27	-	-	563
	<b>1,407</b>	<b>525</b>	<b>132</b>	<b>-</b>	<b>-</b>	<b>2,064</b>
<b>Special Purposes Reserves</b> (excluding asset replacement reserves)	<b>7,108</b>	<b>636</b>	<b>111</b>	<b>(241)</b>	<b>-</b>	<b>7,614</b>
Asset replacement/Spedding	3,608	-	353	-	-	3,961
Asset replacement reserve	22,401	7,874	2,190	-	(2,641)	29,824
	<b>26,009</b>	<b>7,874</b>	<b>2,543</b>	<b>-</b>	<b>(2,641)</b>	<b>33,785</b>
	<b>33,117</b>	<b>8,510</b>	<b>2,654</b>	<b>(241)</b>	<b>(2,641)</b>	<b>41,399</b>
	Balance 2007 \$000's	Levies, gifts & bequests \$000's	Investment net income \$000's	Operating expenditure \$000's	Capital expenditure \$000's	Balance 2008 \$000's
<b>Restricted Trusts &amp; Bequest Equity Trusts</b>						
Levingston Cooke Family Bequest	2,452	60	148	(72)	-	2,588
Edward Earle Vaile Trust Fund	1,317	25	84	(30)	-	1,396
The Waldo Heap Bequest	422	-	25	(3)	-	444
AWMME&B Omnibus Trust	37	-	2	-	-	39
Life Members' Subscription Trust	109	-	6	(4)	-	111
Auckland Museum Endowment Act	45	-	3	-	-	48
Bertha Wilson – cinematography	6	-	1	-	-	7
Others under \$10,000	28	-	1	(1)	-	28
<b>Restricted gifts &amp; bequests</b>						
Nancy Bamford bequest	654	-	39	(49)	-	644
Disney Trust	-	11	-	(11)	-	-
Others under \$10,000	55	-	3	-	-	58
<b>Gifts &amp; bequests subject to wishes</b>						
A G W Dunningham bequest	120	-	7	-	-	127
C Whitney Trust	41	-	2	(36)	-	7
K Pritchard bequest	53	-	4	-	-	57
Len Coakley Trust Fund	-	50	-	-	-	50
Memorial Hall donations	91	-	6	-	-	97
	<b>5,430</b>	<b>146</b>	<b>331</b>	<b>(206)</b>	<b>-</b>	<b>5,701</b>

	Balance 2007 \$000's	Levies, gifts & bequests \$000's	Investment net income \$000's	Operating expenditure \$000's	Capital expenditure \$000's	Balance 2008 \$000's
<b>18. SPECIAL PURPOSES EQUITY (continued)</b>						
<b>Special Purpose Museum Reserves</b>						
Catherine E Tong reserve	85	-	7	-	-	92
Ko Tawa reserve	21	3	1	-	-	25
Refurbishment Stage II reserve	-	214	-	-	-	214
Perpetual maintenance reserve	562	-	-	-	(100)	462
Acquisitions reserve	278	2,674	-	-	(2,674)	278
Exhibition reserve	736	-	7	(407)	-	336
	<b>1,682</b>	<b>2,891</b>	<b>15</b>	<b>(407)</b>	<b>(2,774)</b>	<b>1,407</b>
<b>Special Purposes Reserves</b> (excluding asset replacement reserves)	<b>7,112</b>	<b>3,037</b>	<b>346</b>	<b>(613)</b>	<b>(2,774)</b>	<b>7,108</b>
Asset replacement/Spedding	3,404	-	204	-	-	3,608
Asset replacement reserve	16,234	8,469	980	-	(3,282)	22,401
	<b>19,638</b>	<b>8,469</b>	<b>1,184</b>	<b>-</b>	<b>(3,282)</b>	<b>26,009</b>
	<b>26,750</b>	<b>11,506</b>	<b>1,530</b>	<b>(613)</b>	<b>(6,056)</b>	<b>33,117</b>
<p><b>Nature and purpose of each reserve:</b></p> <p><b>Trusts</b> – trusts and bequests for general purposes.</p> <p><b>Restricted Gifts and Bequests</b> – trusts and bequests subject to special restrictions.</p> <p><b>Gifts and Bequests subject to Wishes</b> – trusts and bequests for special purposes as per the wishes of the donors.</p> <p><b>Special Purpose Museum Reserves</b> – specific reserves established to meet the ongoing and future needs of the Museum.</p> <p>The Museum receives funding for asset replacement (including depreciation). The difference between the amount funded and the sum spent on capital expenditure each year is adjusted to the asset replacement reserve.</p>						

	Actual 2009 \$000's		Actual 2008 \$000's
<b>19. SPECIAL PURPOSE EQUITY</b>			
Opening balance	33,117		26,750
Surplus from Income Statement relating to special purpose equity	3,049		3,752
Transfer of capital expenditure to general equity	(2,641)		(6,056)
Transfer of depreciation levy from general equity	7,874		8,683
Other	-		(12)
	<b>41,399</b>		<b>33,117</b>

<b>20. COMPENSATION OF KEY MANAGEMENT PERSONNEL</b>			
The remuneration of Trustees and other members of key management during the year was as follows:			
	2009 \$000's	2008 \$000's	
Short term benefits	1,561	1,453	
Post employment benefits	-	-	
Other long term benefits	-	-	
Share based payments	-	-	
	<b>1,561</b>	<b>1,453</b>	

<b>21. RELATED PARTIES</b>
The Museum has financial transactions relating to programmes with both the Museum Institute and Museum Circle. Related parties include the Trust Board, the Director and Heads.

# AUDIT REPORT

## TO THE AUCKLAND MUSEUM TRUST BOARD

**Deloitte.**

We have audited the financial statements on pages 17 to 55. The financial statements provide information about the past financial performance of Auckland War Memorial Museum and its financial position as at 30 June 2009. This information is stated in accordance with the accounting policies set out on pages 34 to 39.

This report is provided solely for your exclusive use and solely for the purpose of providing an opinion on the statutory financial statements. Our report is not to be used for any other purpose, recited or referred to in any document, copied or made available (in whole or in part) to any other person without our prior written express consent. We accept or assume no duty, responsibility or liability to any other party in connection with the report or this engagement, including without limitation, liability for negligence.

### **Trust Board Responsibilities**

The Trust Board is responsible for the preparation, in accordance with New Zealand law and generally accepted accounting practice, of financial statements which fairly reflect the financial position of Auckland War Memorial Museum as at 30 June 2009 and the results of operations and cash flows for the year ended on that date.

The Auckland War Memorial Museum Act 1996 also requires the Trust Board to report the performance targets and other measures by which the Museum's performance can be judged in relation to its objectives.

### **Auditors' Responsibilities**

It is our responsibility to express to you an independent opinion on the financial statements presented by the Trust Board.

### **Basis of Opinion**

An audit includes examining, on a test basis, evidence relevant to the amounts and disclosures in the financial statements. It also includes assessing:

- the significant estimates and judgements made by the Trust Board in the preparation of the financial statements, and
- whether the accounting policies are appropriate to the entity's circumstances, consistently applied and adequately disclosed.

We conducted our audit in accordance with New Zealand Auditing Standards. We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to obtain reasonable assurance that the financial statements are free from material misstatements, whether caused by fraud or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Other than in our capacity as auditor, we have no relationship with or interests in Auckland War Memorial Museum.

### **Unqualified Opinion**

We have obtained all the information and explanations that we have required.

In our opinion the financial statements on pages 17 to 55 fairly reflect the financial position of Auckland War Memorial Museum as at 30 June 2009 and the results of its operations and cash flows for the year ended on that date.

Our audit was completed on 1 October 2009 and our unqualified opinion is expressed as at that date.



Chartered Accountants  
AUCKLAND, NEW ZEALAND

This audit report relates to the financial statements of Auckland War Memorial Museum for the year ended 30 June 2009 included on Auckland War Memorial Museum's website. The entity's governing body is responsible for the maintenance and integrity of the entity's website. We have not been engaged to report on the integrity of the entity's website. We accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website. The audit report refers only to the financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from these financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the audited financial statements and related audit report dated 1 October 2009 to confirm the information included in the audited financial statements presented on this website. Legislation in New Zealand governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

# FINANCIAL COMMENTARY

The 2008/2009 year saw a large amount of upheaval within global economic systems. The worldwide economic downturn resulted in many countries' economies coming to a standstill, with some GDPs retreating back to levels not seen for several years.

In New Zealand, property, shares and investments were hardest hit, as were most commercial businesses. Auckland Museum was not immune and as a result commercial figures were down on plan; however total revenue went against the trend and exceeded plan, \$30,253,000 against \$30,156,000 projected.

With regard to operating surplus, actual almost exactly matched projections, with \$847,000 achieved compared to the Annual Plan projected surplus of \$850,000 for this financial year.

Significant factors contributing to this result include:

1. Commercial revenue was down by \$287,000. The event businesses continue to perform strongly; however the car park, tourism and retail businesses achieved lower than anticipated returns as a result of reduced activity in the tourism sector.
2. Special Exhibitions revenue was \$185,000 less than the Annual Plan projection of \$1,300,000. There was only one paid special exhibition this year, which meant that there was no revenue from Special Exhibitions in the first half of the year.
3. Additional interest revenue of \$196,000 was achieved as a result of strong interest rates being secured before the economic downturn.
4. Donations, Sponsorship, Event and Other revenue was above plan \$410,000 as a result of additional sponsorship secured and the recognition of volunteer hours donated. This capably offset the reduction in revenue noted above.

5. Total expenses were \$100,000 above plan for 2008/09. Costs associated with Collections and Research, and Programmes and Exhibitions accounted for the bulk of this increase, offset in part by savings in Commercial.

The overall impact of these factors allowed the Museum to report an operating surplus only \$3,000 short of plan, as noted above.

Other notes:

- Special purpose activities revenue, referenced on page 40, includes:
  1. The increase of the investments managed by external investment managers.
  2. The decrease in value of the investment property.
  3. The heritage assets donated as the fair valuation of donated objects.
  4. Exhibition revenue transferred to the Exhibition Reserve, donations, rental income and interest.
- Stage II project is complete, with \$420,000 of revenue being recognised in the year. A final instalment of \$300,000 in donated funds was also received from the Earthquake Commission.
- Short Term Investments – Restricted reflects a change in the Special Purposes Reserves. This was transferred to external investment managers in 2008/09 and is now shown in Non Current Assets. These investments are invested over time to meet the Museum's requirements.
- Net Current Assets have thus reduced as a result of the Short Term Investments – Restricted being transferred to Non Current Assets.

# 9 | APPENDIX 1

## MUSEUM VOLUNTEERS AS OF 30 JUNE 2009

### APPLIED ARTS

Alwynne Crowsen  
Deborah Peek  
Jenna McIntyre  
Joan Hamilton  
Liz Sharek  
Lynsay Raine  
Margaret Oldham  
Rigel Sorzano  
Robyn Hart  
Traci Meek  
Vivien Caughley

### ARCHAEOLOGY

Angela Scott

### ARMOURY

Annie Lee  
Christopher Blackmore  
Geoffery Burton  
Ian Appleton  
Jim Buckland  
John Ross  
Judith Hislop  
Marjorie Traill  
Neil Priest  
Patricia Stroud  
Paul Hobbs  
Peter Thompson  
Phil Lascelles  
Stoney Burke

### BOTANY

Christine Ashton  
Janice Butcher  
Joan Dow  
Jocelyn Day  
Joshua Salter  
Linda Bethell  
Louisa Morgan  
Meryl Wright  
Morag Macdonald  
Sandra Jones  
Shelley Heiss Dunlop  
Wynefield Johns

### EDUCATION

Jean Lowman  
Teresa Ronayne

### ENTOMOLOGY

Andres Villegas  
Dhahara Ranatunga  
Ingrid Kuipers

### ETHNOLOGY

Hikitia Barton  
Leone Rhian Samu  
Maureen Lander  
Rebecca Washer  
Toi Te Rito Maihi

### GUIDE

Alette Mead  
Alexander Grashchuk  
Allan Mutch  
Amelia Franich  
Anthony Montford  
Barry Ensor  
Benjamin Crowe  
Bernadette Lo  
Christopher Blackmore  
Colleen Williams  
Colleen Montford  
Dianne Aubin  
Emilija Nikolic  
Heni Goldsmith  
Janice Watson  
John Michaels  
Lovonne Campbell  
Lucy Mackintosh  
Lyndsay Wyatt  
Marguerite Durling  
Marie Burman  
Martin Taylor  
Michael Glass  
Niel Ewart  
Patricia Stroud  
Patricia Sallis  
Peter Fisher  
Rachel Ronaldson  
Rosalie Lockwood  
Sheila Gray  
Suzanne Boyes  
Valerie Leech

### HISTORY

Lucy Mackintosh  
Miranda Tindill  
Robyn Pegden

### HUMAN RESOURCES

Te Tihi King-Beattie

### INFO DESK

Adrian Hart  
Alexander Grashchuk  
Allan Mutch  
Alma Turner  
Angelica Bell  
Anna Ferguson  
Annabelle Perera  
Annette Bierre  
Armida Pobre  
Audrey Maddox  
Barry Butcher  
Bernadette Lo  
Beverley Batkin  
Bob Keston  
Carmen Savage  
Christine Olsen  
Clio Chiu  
Cynthia Dove  
Diane Kan  
Douglass Macalister  
Elizabeth Powell  
Eric Liu  
Fern Harvey  
Helen Clark



Helen Hunter  
Helen Buck  
Heni Goldsmith  
Irena Hodgson  
Jacqueline Parker  
Jennifer Potter  
Jeweale McLeod  
Jill Hodgkinson  
John Michaels  
John Stockdale  
John Watkins  
Josie Roberts  
Kirsten Bojsen-Moller  
Lance Yuan  
Leola Melles  
Lon Ho Tsoi  
Lyn Beatson  
Margaret Dale  
Margaret Bain  
Margaret Foote  
Marguerite Durling  
Maria Pesaleli  
Marianne Willison  
Marion Wood  
Martin Taylor  
Monica Hunt  
Monju Sarkar  
Niel Ewart  
O'Neal Mendoza  
Owen Diggelmann  
Owen Mc Guinness  
Paulette Melbye  
Peggy Cen

Priscilla Pitcher  
Robin Flynn  
Roselle Rasmussen  
Ruby Suzuki  
Sally Kam  
Sasha Talima  
Sue Cross  
Susan Hawkeswood  
Suzanne Boyes  
Sylvia Perez  
Thomas Chin  
Thomas Lim  
Tom Matthews  
Valerie Leech  
Vera Alves  
William Tucker  
William Liang

#### LAND VERTEBRATES

Eleanor Duff  
Kathleen Barrow  
Michael Taylor

#### LIBRARY

David Simmons  
Enid Eiriksson  
Jane Ferguson  
Joyce Harvey  
Rosemary Shaw  
Simona Traser

#### MARINE

Aida Crombach  
Anne Nickless  
Anne-Marie Perchech-Merien  
Douglas Snook  
Elizabeth Hunt  
Emily Federici  
Fiona Thompson  
Gordon Nicholson  
Joanna Copedo  
Jocelyn Nicholson  
Lynette Hellyar  
Margaret Morley  
Sarah Johnson  
Susan Hawkeswood

#### MATAPUNA

Eleanor Duff  
Kathleen Barrow  
Sabrina Schulte  
Tony Williams

#### NATURAL HISTORY

Annie Lee  
Jay Yang

#### PICTORIAL

Helen Buck  
Jan Hawkins  
Pia Gahagan

#### RSA

Bill Senior  
Donald Jamieson  
Douglas Clark  
Joseph Pedersen  
Kato Pero  
Ken Johnstone  
Kenneth Armstrong  
Leslie Hughes  
William Hilder

#### TE KAKANO

Latu Palu  
Maria Pesaleli  
Mereana Taungapeau

# 10 | APPENDIX 2

## MUSEUM MEDAL RECIPIENTS

**Trevor Bayliss** (deceased)

Associate Emeritus of the Auckland War Memorial Museum

**Dr Janet Davidson**

Fellow of the Auckland War Memorial Museum

**Enid Evans**

Associate Emeritus of the Auckland War Memorial Museum

**Dr Lindo Ferguson**

Companion of the Auckland War Memorial Museum

**Sir Hugh Kawharu** (deceased)

Fellow and Companion of the Auckland War Memorial Museum

**Dr Michael King** (deceased)

Fellow of the Auckland War Memorial Museum

**William Laxon** (deceased)

Companion of the Auckland War Memorial Museum

**Prof. John Morton**

Fellow of the Auckland War Memorial Museum

**Mick Pendergrast**

Associate Emeritus of the Auckland War Memorial Museum

**Lyndy Sainsbury**

Companion of the Auckland War Memorial Museum

**Jeremy Salmond**

Fellow of the Auckland War Memorial Museum

**Dr Lucy Cranwell Smith** (deceased)

Fellow of the Auckland War Memorial Museum

**John M Stacpoole**

Fellow of the Auckland War Memorial Museum

**Katrina Stamp**

Associate Emeritus of the Auckland War Memorial Museum

**Henare Te Ua** (deceased)

Companion of the Auckland War Memorial Museum

**Evan Graham Turbott**

Associate Emeritus of the Auckland War Memorial Museum

**Dr Ranginui Walker**

Fellow of the Auckland War Memorial Museum

**Sheila Weight**

Companion of the Auckland War Memorial Museum

**Rev. Dr Takutai Wikiriwhi**

Companion of the Auckland War Memorial Museum

**Dr T L Rodney Wilson**

Companion of the Auckland War Memorial Museum

**Lorraine Wilson**

Companion of the Auckland War Memorial Museum

**Keith Wise**

Associate Emeritus of the Auckland War Memorial Museum

# 11 | APPENDIX 3

## INSTITUTE COUNCIL

**President:** Rae Nield

**Councillors:**

Roger McElroy (Vice President)

Dr Anthony Bellvé

John Duder, ONZM

Jim Frater

Dr Jennifer Hand

Philip Heath

Eric Keys

Dr Roger Lins

Allan Mutch

Janet Xuccoa

**Manager:** Alison Barnett

## MUSEUM CIRCLE FOUNDATION

**Chairman:** Chris Devereaux

**Trustees:**

David Nicoll

Lyndy Sainsbury

James Wallace

Peter Webb

Andrew Smith

**Committee:**

Anna Bidwill

John Leaning

Andrew Melville

Alister M Martin

Margaret Spencer

**Treasurer:** Andrew Smith

**Executive Officer:** Rozelle Edwards

# 12 | APPENDIX 4

## STAFF PUBLICATIONS

### PEER-REVIEWED PAPERS PUBLISHED

Research staff compiled and published volume 45 of ***Records of the Auckland Museum***.

Affeld K, Worner S, Didham R K, Sullivan J, Henderson R, Olarte J M, Thorpe S, Clunie L, Early J, Emberson R, Johns P, Dugdale J, Mound L, Smithers C, Pollard S, Ward J 2009. The invertebrate fauna of epiphyte mats in the canopy of northern rata (Myrtaceae: *Metrosideros robusta* A. Cunn.) on the west coast of the South Island, New Zealand.

***New Zealand Journal of Zoology* 36: 177-202.**

Blom W, Webber R, Schultz T 2009. Invertebrate bycatch from bottom trawls in the New Zealand EEZ.

***Tuhinga* 20: 33-40.**

Gill, B J 2007. Bird collections made by the Cheeseman family: a record of the avifauna of Auckland, New Zealand, in the late 19th century.

***Notornis* 54 (4): 189-196.**

Gill B J 2008. Chapter 2: Ornithology at Auckland Museum, New Zealand. Pp. 121-164 in: Davis W E, Recher H E, Boles W E, Jackson J A (eds)

***Contributions to the History of Australasian Ornithology***. Nuttall Ornithological Club, Cambridge, MA.

Hayward B W, Morley M S, Sabaa A T, Grenfell H R, Daymond-King R, Molloy C, Shane P A R, Augustinus P A 2009. Fossil record of the post-glacial marine breaching of Auckland's volcanic maar craters.

***Records of the Auckland Institute and Museum* 45: 73-99.**

Hayward B W, Grenfell H R, Sabaa A T, Morley M S 2008. Ecological impact of the introduction to New Zealand of Asian date mussels and cordgrass – the foraminiferal, ostracod and molluscan record.

***Estuaries and Coasts* 31: 941-959.**

Gardner R O 2009. Identification of the grasses (Gramineae) of the central Pacific Ocean region.

***Records of the Auckland Museum* 45: 131-164.**

Gardner R O 2009. Sexuality of *Dysoxylum spectabile* (Meliaceae).

***New Zealand Natural Sciences* 34: 63-68.**

de Lange P J, Norton D A, Courtney S P, Heenen P B, Barkla J W, Cameron E K, Hitchmough R, Townsend A J 2009. Threatened and uncommon plants of New Zealand (2008 revision).

***New Zealand Journal of Botany* 47: 61-96.**

Moore P, Taylor G, Gill B, James-Lee T 2009. Faunal remains from two sites at Maketu, Bay of Plenty.

***Archaeology in New Zealand* 52 (2): 90-100.**

Neich R. 2008. A recently revealed Tino Aitu figure from Nukuoro Island, Caroline Islands, Micronesia.

***The Journal of the Polynesian Society* 117 (4): 327-344.**

Prickett N 2009. Sealing in the Auckland Islands pp 39-57 in: Dingwall P, Jones K, Egerton R (eds) *In Care of the Southern Ocean*.

***NZ Archaeological Association Monograph* 27.**

Prickett N 2009. The military engagement at Katikara, Taranaki, 4 June 1863.

**Records of the Auckland Museum 45: 5-41.**

#### POPULAR ARTICLES AND REPORTS PUBLISHED

Cameron E K 2008. Kaikoura, 2-10 Jan 2008.

**Auckland Botanical Society Journal 63: 67-82.**

Cameron E K 2008. E. Dan Hatch FLS (1919-2008) collections in AK herbarium.

**Auckland Botanical Society Journal 63: 121-123.**

Cameron E K 2008. Foreword for: Aspin, T

**‘Maio to Manukau Heads; A Botanical Journey Through Awhitu District.’**

Tricia Aspin, Auckland.

Cameron E K 2008. Note on *Anzybas rotundifolius* and seed dispersal.

**The New Zealand Native Orchid Group Journal 110: 41.**

Cameron E K 2008. Auckland Museum Herbarium (AK) report: 1 July 2007 to 30 June 2008.

**NZ Botanical Society Newsletter 93: 15-16.**

Cameron E K 2009. Ruamaahua (Aldermen) Islands – an update on the flora.

**Te Taiao a Ruamaahua 4: 14-15.**

Cameron E K 2009. *Juncus dregeanus* Kunth – deleted from the New Zealand Flora?

**NZ Botanical Society Newsletter 95: 13-15.**

Early J W 2008. *Speakers for the Dead*, pp 3-8 in: Pusateri, John T Jr. *Fallen*. Rim Publishing, Auckland. (Essay for art gallery exhibition booklet)

Gardner R O 2008. The flowers of manuka (*Leptospermum scoparium*, Myrtaceae).

**Auckland Botanical Society Journal 63: 101-102.**

Gardner R O 2008. *Schoenus brevifolius* and *S. tendo* (Cyperaceae).

**Auckland Botanical Society Journal 63: 102-103.**

Gardner R O 2008. The flowers of *Toronia toru* (Proteaceae).

**Auckland Botanical Society Journal 63: 103.**

Hayward B W, Morley M S 2008. Intertidal life of the Tamaki Estuary and its entrance, Auckland.

**Auckland Regional Council Technical Publication 373: 71 p.**

de Lange P J, Cameron E K 2008. Rhys O. Gardner, Honorary Life Member, 2 Nov 2005.

**Auckland Botanical Society Journal 63: 60-63.**

Pereira F 2008. Auckland – actively acquiring.

**Pacific Connection 17.**

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